

1953

ELECTRICAL MERCHANDISING



NOVEMBER - 1953

MCGRAW-HILL PUBLISHING CO., INC.
PRICE SEVENTY-FIVE CENTS

APEX pours Christmas profit-dollars into your cash register



Every husband is a prospect for easier fully automatic dishwashing at

LOWEST COST



APEX Dish-a-matic
Roll-A-Way
Dishwasher

\$ **269⁹⁵**
ONLY

No Extras—No Installation Cost

TWO
FULL-PROFIT
TRAFFIC-PRICED
Gift Appliances

A full-size, Swivel-Top Canister that brings "Walk-in" sales with its

LOWEST COST

New **APEX**
Dyno-Cleaner

\$ **59⁹⁵**
ONLY

Complete



★ **No Kitchen Alteration—No Plumbing, or Installation Costs!**
Display it — Show its Water-Scrubbing Action.

★ **Only Mobile Dishwasher with Built-in Heater Storage Tank!**
Heats Water to 160° for Rinses, 180° for Hygienic Washing.

★ **No Water Pressure Problems, Every Home is a Prospect!**
Use the Sparkling Display Topper, Traffic Stopper.

★ **Swivel-Top Turns in Full Circle for 'Round-The-Room Cleaning!**
Use the Price Tag Topper Feature on the Swivel.

★ **Throw-Away Filter Paper Dust Bag — Easy Bag Removal!**
Use your Advertising Mats — Put up your Window Set!

★ **A Full-Power, Full-Size Canister; with Complete Set of Cleaning Tools.** Latest 2-tone color styling. Display it in your Window.

"We don't Believe in Work for Women"

DISPLAY—DEMONSTRATE—PROMOTE THESE TOP CHRISTMAS PROFIT MAKERS



APEX

THE APEX ELECTRICAL MANUFACTURING COMPANY • Cleveland 10, Ohio

HOUR-SAVING APPLIANCES



WASH-A-MATIC
CLOTHES WASHERS



AUTOMATIC
CLOTHES DRYERS



FLOATING-ROLL
IRONER



SPIRAL DASHER
WRINGER WASHERS



DISH-A-MATIC
DISHWASHER SINK



WASTE-A-MATIC



STRATO-CLEANER



The Cover

DRAWING BY JAMES LEWICKI

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DEALER DILEMMA

When a dealer with 27 years of experience retires from the appliance business he—quite suddenly—begins to see the overall picture of the industry from a new viewpoint and can, if he is an intelligent observer, analyze the dealer's dilemma and some possible cures with detachment and common sense. Such is *One Dealer's Swan Song* in the December

ELECTRICAL MERCHANDISING

INTERNATIONAL COVERAGE BY

HERE'S
HOW

"MIXED CARLOAD"

PURCHASE ORDER
BLANK APPLIANCE COMPANY, INC.
 WHOLESALE DISTRIBUTORS

To: Order Service Dept.
 Westinghouse Electric Corp.
 Mansfield, Ohio

Date 10-21-53

Ship to
 Home Appliance Store
 Hometown, U.S.A.

Gentlemen: Please ship via Carload as per instructions below:
 If unable to ship as specified, advise us by return mail.

QUANTITY	DESCRIPTION	AMOUNT
3	SE-8 Refrigerators	
2	DE-9 " "	
3	DFE-8 1/2 " "	
3	DFE-10 " "	
3	DFE-12 " "	
2	UFE-120 Freezers	
2	AD-77 1/2 Ranges	
6	DD-7 1/2 " "	
2	ED-7 1/2 " "	
6	HDA-2 1/2 " "	
4	HE-2 1/2 " "	
2	FD-6 1/2 " "	
4	D-6 Clothes Dryers	
4	DE-7 " "	
3	LB-6 Laundromats	
3	LS-7 " "	
2	GL-S Food Waste Disposers	
2	GL-C " " "	
2	DWB-L80SC Dishwashers	
4	DWB-13 " "	
2	DW-2 1/2-F " "	
3	CF52-D2 Water Heaters	
1	CF80-D2 " "	
4	AFLO-T2 " "	
2	AF50-T2 " "	

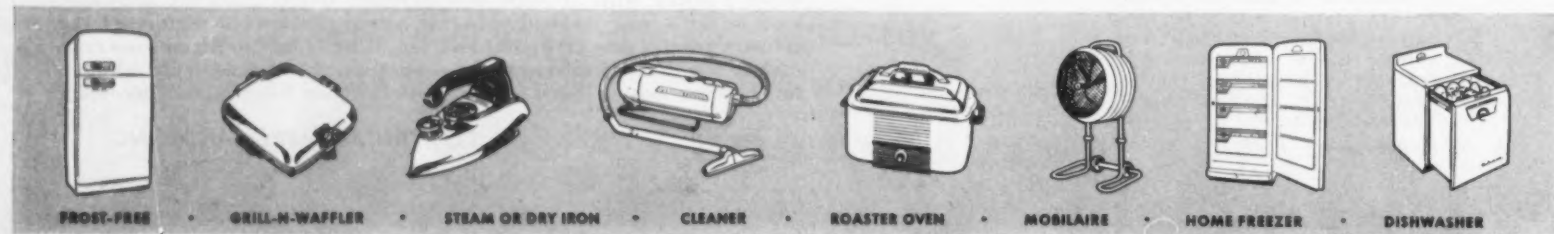
SHIPPED
 OCT 26 1953
FREIGHT
 ROUTE *PAR*

When to ship Immediately

BLANK APPLIANCE COMPANY, INC.
 By *John West*

Order No **119**

This order number must appear on all invoices.



BUYING

GIVES 5-WAY EDGE TO Westinghouse MAJOR APPLIANCE DEALERS

**HERE'S A
TYPICAL DEALER'S "MIX"**
8 Products ... 74 Units
... 25 Models

- 14 REFRIGERATORS (5 Models)
- 2 FREEZERS (1 Model)
- 22 RANGES (6 Models)
- 8 CLOTHES DRYERS (2 Models)
- 6 LAUNDROMATS (2 Models)
- 4 FOOD WASTE DISPOSERS (2 Models)
- 8 DISHWASHERS (3 Models)
- 10 WATER HEATERS (4 Models)

- 1. Best Price 2. More Profit 3. Inventory Control
- 4. Faster Turnover 5. Less Product Handling

Today more than ever, the *invisible* advantages of the Westinghouse Franchise make extra dollars for Westinghouse Major Appliance Retailers.

Take "mixed carload" buying. Westinghouse Retailers don't have to buy a carload of one product to enjoy carload-buying advantages. They can mix Westinghouse Refrigerators, Freezers, Ranges, Laundromats, Clothes Dryers, Dishwashers, Food Waste Disposers, Water Heaters. Balance inventory to speed turnover. Reduce stock handling . . . damage in

transit . . . and cut overhead.

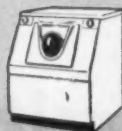
Yes, Westinghouse Full Line . . . powerful public preference for Westinghouse Products . . . distributor help . . . retailer-minded factory policies add up to:

The best franchise in the appliance business . . . tenfold more valuable today than 10 years ago . . . and rolling rapidly to still brighter tomorrows.

WESTINGHOUSE ELECTRIC CORPORATION • Electric Appliance Division • Mansfield, Ohio



LAUNDROMAT



DRYER



FOOD WASTE DISPOSER



RANGE



WATER HEATER



TOASTER



FOOD CRAFTER



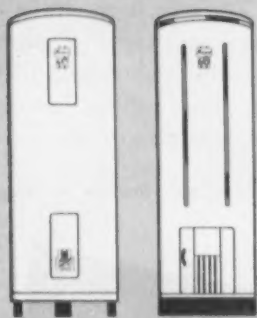
DEHUMIDIFIER



ELECTRIC BLANKET

Sell the glass-lined water heater

proved in over 2 million homes!



A.O. Smith **Permaglas**[®]

to help you sell

Exclusive *Heetwall* feature saves fuel, heats water faster, prevents "off-time" cool off! Glass-surfaced steel tank can't rust, won't crack, chip or check! Super-safe *Gasapack* controls! Many other features . . . plus the strongest, most consistent advertising and sales promotion support in the industry: leading publications, store displays, product literature, dealer identification, ad mats and miscellaneous promotions . . . makes selling *Permaglas* water heaters a profitable pleasure!

Write, now, for full particulars, Dept. EM-1153.



There's only one Permaglas and it's made by

A.O. Smith
CORPORATION

Permaglas - Heating Division, Kankakee, Illinois • Licensee in Canada: John Inglis Co., Ltd., Toronto

International Division: Milwaukee 1, Wisconsin

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

What to expect in color TV prices . . . September sales pickup doesn't match last year, but promotions keep it alive. . . Watch for rebirth of the food plan

ALL the predictions of an \$800 to \$1,000 price for color TV got a second deflationary blow early last month when CBS-Hytron, unveiling its new Colotron color tube, stated that when the company gets into mass production "at the rate of late 1955 and 1956, this tube should cost about 30 percent more than the same size tube in black and white." The statement gave some support to Emerson's Ben Abrams' earlier declaration that 18 months after the FCC gives the go-ahead for color, sets will be available at prices about 25 percent higher than black and white and for the first time made it quite clear that color TV is going to be a mass market product.

In effect, it's a good bet that once the first merchandising and promotional furor has sold at fancy prices the small group of consumers who always want to be first, sets will rapidly become available at prices well under \$500.

Moreover, Hytron spokesmen also made it obvious that retailers are not going to find themselves again merchandising squint-size sets. The 14-inch tubes featured in most of today's talk are experimental. When production lines start rolling they'll be turning out 17- and 21-inch sizes.

Meanwhile, picture tube companies are still making black and white tubes—which wouldn't sell very well if everybody held off buying a new set in anticipation of cheap color.

TV Upturn. Right now the public is showing no such dangerous disposition, as evidenced by the September upturn in sales reported by most eastern dealers.

Up Boston way set sales in 17- and 21-inch table models climbed under the impetus of the World Series, boxing matches, a new UHF station and price cutting induced by heavy inventories. But UHF conversion was being hampered by prices in the \$100 to \$125 bracket.

In the Buffalo area UHF conversions were one of the bright spots in the TV picture. As one merchant puts it, "TV died out in September after showing some life in August. . . UHF conversions have created confusion and hesitancy. We are selling converters, but consumers are hesitating to buy new sets." Another reports that "television is fair, but we had looked for better action with the opening of two new UHF stations here and a third says, "Our appliance volume jumped 20 percent over a year ago but TV did not keep pace."

Eastern merchants generally found that TV, while up, was not embarking on any boom. One dealer in Philadelphia expressed it like this: "TV is considerably below September of last year, although it has picked up somewhat from August." And a New Jersey-Philadelphia distributor reports his own September sales off about 10 percent, dealer volume about even with last year.

The Big Picture. Sales of both TV and white goods in the East pretty much followed the pattern reported by Long Island, N. Y., retailers—a spurt following Labor Day, then a lag and finally, a few days of renewed sales activity.

One dealer, reporting 12 major sales the last day of the month, said, "Looks like the buying wave gets contagious every once in a while. The only trouble is those waves are usually followed by a couple of weeks of looking at the four walls."

This blow-hot-blow-cold atmosphere wasn't doing much to raise fourth quarter optimism. One upper New York State dealer sums it up for everybody with this appraisal: "September showed a big gain over June, July and August but wasn't up to what we had planned. It was below last year. We are a little skeptical about the fall outlook. Usually the pattern for fall sales is set by September 15 and business at that time wasn't anything to shout about this year. We note that credit is tightening and we are getting more turndowns. Right now it looks like fall business will be a little under the levels of the last two years."

Parts of the Sum. Judging from dealer reports, any September sales pickups didn't just happen. They were manufactured by promotion and advertising.

When dealers mention improved sales the word promotion usually is tucked in somewhere.

Example from upper New York: "We have had excellent response on range and water heater promotions."

Example from Buffalo: "We sold 12 washers in one day on a recent promotion. We find that consistent promotions are necessary for volume business in department stores."

Example from Boston: Automatic electric ranges are selling well at \$249.95 because the price includes installation.

Example from Long Island: Continuous newspaper and radio ads offering free home trial and dollar-a-week washer rentals are getting plenty of leads and sales for one firm's outside salesmen, a total of 1,000 units in a three-month period.

Example from Philadelphia: "Between the deals that are all around the street and the fact that we are definitely in a buyers' market, we've really had to hustle for business lately."

Example from Washington: The Hecht Co.'s combined flower and TV show which jumped traffic three times above normal, sales 25 or 30 percent.

Not by Promotion Alone. All sales efforts, of course, haven't been promotional. There's the New York firm, one of many, which is depending on a variation of the old switch technique. They advertise an appliance at a competition killing price and even go so far as to take the customer's money. Then comes the switch. They start knocking the unit they've just sold, recommending "a more reliable" make or model. According to several retailers 75 percent of their recent sales have been made by utilizing the switch or a similar type of selling.

A Trend to Watch. Dealers in most parts of the East are still grumbling about freezer volume, but the mere fact that they are finding the appliance hard to sell augurs for a return of the food plan—less gaudy than in 1952, perhaps, but still a food plan. Run by appliance dealers, it won't be the flash-in-the-pan type of operation that it used to be, but it will build sales. One dealer in Philadelphia who started his some months ago is just beginning to get results. Of course, you've got to have a good credit standing or a generous distributor to even get into the business now, but, as one wholesaler puts it, "It's the food plans that have sold home freezers."

The often-noted disposition of department stores to get out of the appliance business seems to have temporarily been halted—at least in Philadelphia. One department store, deciding to de-emphasize appliance and radio-TV sales moved the department from a high-traffic, first-floor location to the fifth floor. Result: Less traffic, more sales. And another big outfit in the same city redecorated and glamorized and also boosted the figures on the cash register.

Meanwhile, some of the discount operators and the big chains still undergo changes of emphasis, retrenchment or outright failure. There's the big outfit in New Jersey, for example, that announced a switch of major effort to non-appliance merchandise. In Washington, as predicted (The East, October, '53), another one of the big chains has gone into bankruptcy.

Winter sure is coming.

The Midwest



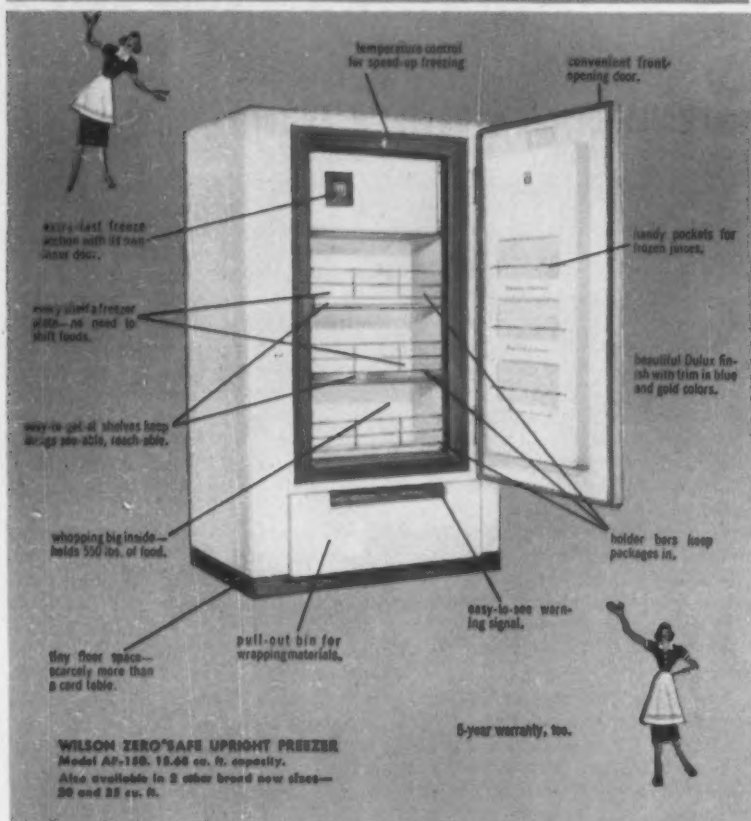
By TOM F. BLACKBURN

Self demonstration in high fidelity . . . New service angle . . . Winter trouble . . . Small town dilemma . . . Salesmen's Pay . . . Report on Houston cooling equipment

STUDENTS of obsolescence have been quick to point out that the big dollar volume in laundry equipment is due to something new being offered. They feel that the idea can be applied elsewhere to other items.

As this is written, manufacturers are leaping into the high fidelity business, observing that the remarkable difference between a reasonable facsimile of high fidelity tends to obsolete the older record player, just as (Continued on page 6)

WIFE SAVERS... BUSINESS BUILDERS...



Wilson HOME FREEZERS

★ A good product plus a good merchandising plan equals an unbeatable combination... as any Wilson Dealer or Distributor will tell you.

Wilson Freezers are so good that one customer tells another. And Wilson gives you a real sales-making Merchandising Plan... the kind that brings in customers.

Get the full details about Wilson Freezers and the Wilson Merchandising Plan. Mail the coupon today.



BOOTH #627



CHEST FREEZERS, TOO
3 models—15, 19, 24 cu. ft.
A size for every size family.

WILSON REFRIGERATION, INC.

102 Glenwood Avenue, Smyrna, Delaware
America's FIRST Makers of Upright Home Freezers
Pioneers in Home Freezers, Farm Milk Coolers,
Commercial Refrigerators

WILSON REFRIGERATION, INC.

102 Glenwood Avenue, Smyrna, Delaware

Please send me complete details on Wilson Home Freezers and the Wilson Merchandising Plan. I am interested in:

☐ Wilson Dealer Franchise

☐ Wilson Distributor Franchise

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

the record player knocked out the mechanical phonograph.

The experts in high fidelity say it takes an exceptionally big speaker, separate from the signal source, with two or three speakers inside and a large baffle to really do the high fidelity job.

Nevertheless, magnetic pickups, dual speakers and other improvements on even a small record player make a tremendous difference in sound quality, so different that even the dullest ear is amazed at the difference.

Latest demonstration in this field is a switch which permits the listener to hear first a conventional record player, and then switch over to a high-fi unit playing the same tune. This self-demonstration, if it arrives on the market by Christmas, is expected to be one of the highlights of the Christmas trade.

New Service Angle. For a long time Sears-Roebuck has thought of an arrangement whereby if a customer comes back with a faulty device, a new one can be taken off the rack, handed to him and the old one thrown away. To do this, one has to have a pretty good idea of the ratio of defective appliances or tools that will show up in a year's business. Most recent guess is that a 1½ percent charge, added to the manufacturer's sales price, will more than cover defective appliances that have to be replaced after sale. One firm estimated that one out of every 265 would have to be replaced this way. Another firm adds 15% as its insurance policy. Slowly but surely the trade is approaching a point where dissatisfied customers will not have to make a long wait for replacements on electric housewares.

Freeze-ups Kill Sales. With the approach of cold weather, dealers in Minnesota and Wisconsin, and northern states generally, are being subjected to the same old embarrassment of appliances just hauled in out of icy warehouses refusing to start.

Oldtimers know that nothing kills the sale of an item like its failure to

start during the demonstration. Chilled oil will cause everything from a mixer to a home food freezer to play dead. Never show a customer anything that hasn't been hauled in and allowed to warm up, the manufacturers advise.

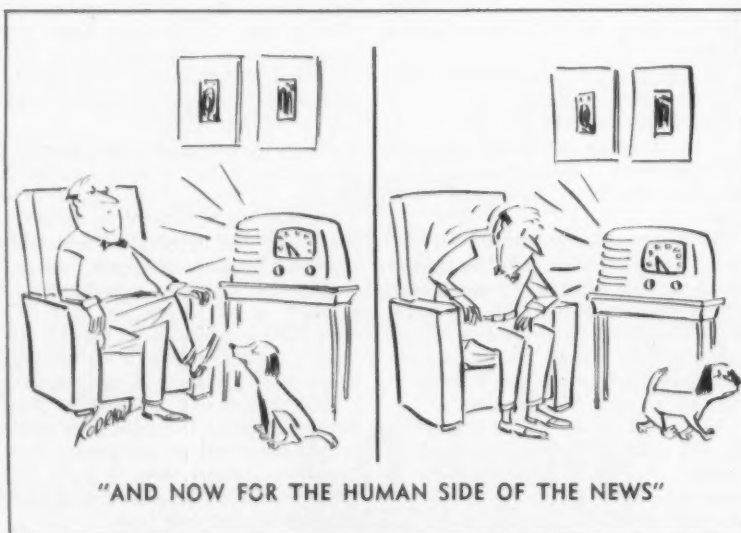
A washing machine specialist in the Middle West says that white goods sales drop 35% in a town when TV comes in. After a year or so they swing up in volume and television declines. He states that 56.6% of his firm's sales are automatics, but feels eventually conventionals and automatics will balance in volume 50-50 because wringer types are cheaper.

Small Town Dilemma. With eleven or twelve complete lines battling for representation in small towns where there are one or two dealers, it is becoming physically impossible for the line that wins out to get equal promotion on all its numbers. Dealer salesmen just can't absorb the story on each and every appliance. Never was there such a good chance for a young fellow to set himself up as a specialist on one item.

The plan that seems to be liked best by small country dealers is the one that gives them a county, a quota, and requires them to handle repair parts. The protection gives them a chance to promote and make outside calls without being cut down by discounters.

Salesmen's Pay. Some idea of compensation these days: Retail salesmen in small communities in the Middle West are paid \$80 a week plus 2 percent of sales. A good man in Lawrence, Kansas, draws \$100 weekly plus a commission. A heavy advertiser in Kansas City pays his men 4, 5 and 6 percent.

One of the phenomena of American merchandising is the sharpshooter who jumps from product to product. Kansas City saw one man blossom out big as television headquarters. He had 75 sets on his floor at a time, advertised like mad and pushed them out in numbers. Today the town is 60
(Continued on page 10)



HOOVER "CLEAN-UP" AT HALF WAY MARK

...and going strong

Sales and Profits Set New Records

...city after city



◀ **Cleaning up.** Hoover's fall "clean-up" promotion is well named. Dealers coast to coast report they are really *cleaning up* on the offer of a \$12.95 saving on Model 115 complete with tools. Judging by results, previous records for dealer sales will be shattered ... 4 big weeks to go.

▶ **Trading up.** Lots of people who come in because of the special deal on the Model 115 are winding up buying a higher-priced model. Hoover's new TV-network show (Garry Moore on CBS), stepped-up magazine campaign and full-page ads in 62 newspaper supplements are "exposing" more prospects than ever to the Hoover selling story.



THE HOOVER COMPANY, North Canton, Ohio

You'll be happier with Hoover

Biggest in Motor History!

Great new Westinghouse Handy-Craft Motor promotion

... to help you sell more **HANDY-CRAFT** Motors, accessories, power tools ... build greater store-wide business!

A \$200 million volume business—with a sales potential of \$500 million—that's the booming "do-it-yourself" market today. Talk about sales opportunity!

And talk about big money in the utility-type motor market! In 1953 alone, for example, over 3 million utility-type motors will be sold *over the counter* to retail purchasers. And industry forecasts indicate even greater *over-the-counter* sales in 1954.

Now, you can get a bigger share of this immense "do-it-yourself" business by selling the Westinghouse Handy-Craft® Motor. Because motor buyers want a well-known motor, the Westinghouse name makes it easier to sell the Handy-Craft Motor ... your customers *know* it's a *good* motor when they see the name Westinghouse.

And your Handy-Craft Motor sale is only your first sale, too—it leads to extra sales in accessories and power tools. And here's how Westinghouse helps you sell more Handy-Craft Motors, accessories, power tools—*increase store-wide sales* ...

Ads tell and pre-sell!

Tell over 4 million readers of *Popular Mechanics* about the many wonderful things a quality Handy-Craft Motor can do. Direct this solid home craftsman market to you for attractive "make-it-yourself" coffee table plans—and the story on the many advantages of owning a Handy-Craft Motor. Dealer ads—10 ready-made mats in various sizes—are yours FREE to help tell your story locally.

TV promotion sends 'em your way!

Betty Furness "visits" with over 16 million viewers of Westinghouse "Studio One" on the nationwide CBS-TV Network, December 7 ... tells and demonstrates the Handy-Craft Motor story. What a wonderful gift it

makes for the home craftsman and handy man ... to give ... to get. This "super salesman" for Westinghouse sends prospects your way for FREE working plans for an attractive coffee table any home craftsman can make in his own workshop. A big tie-in promotion kit—FREE to you—helps you build greater store traffic ... cash in on the impact of this national TV promotion.

Merchandising helps pull 'em!

Decals and banners in your window act as brilliant beacons ... make your motor prospects "in-store" customers. A neat, compact, three-dimensional display—in full color—stops 'em on the sales floor ... shows off the attractive Handy-Craft Motor in a home workshop setting ... holds a supply of Handy-Craft Motor guides for your prospects. These motor guides—handy, giveaway envelope stuffers—tell the complete story on proper selection, application and care of Handy-Craft Motors ... help sell your prospects through many valuable moneysaving motor tips. A large selector chart for your wall makes it easy for the motor buyer to buy ... easy for you to sell. And all of these terrific "stoppers" and sales builders are FREE to you as a Westinghouse Handy-Craft Motor dealer.

And it's easy to sell Westinghouse Motors!

Even if you've never sold motors before, you'll be surprised how easy it is. A convenient sales training guide, *The Easy Way to Sell Westinghouse Electric Motors*, takes all the mystery out of selling motors ... offers basic facts about motors, motor care and valuable tips on how to "move" motors and motor accessories. A "Tell-All-Tag®"—a capsule of "do's" and "don'ts" for motor users—is attached to each Handy-Craft Motor ... carries the Westinghouse Guarantee of a quality motor built to last.

J-03015

YOU CAN BE SURE...IF IT'S
Westinghouse





The
HANDY-CRAFT
Motor
GOES ON TV...

Direct to
16 Million Viewers



We have it!
The Westinghouse
HANDY-CRAFT Motor

As advertised by BETTY FURNESS
on "STUDIO ONE"

Get your FREE "coffee table" plan sheet HERE TODAY!

ADVERTISING

**POPULAR
MECHANICS
MAGAZINE**

Get these
free mats

TV PROMOTION

SELLING AIDS



We Recommend
**Westinghouse
ELECTRIC MOTORS**

We Recommend
Westinghouse
**ELECTRIC
MOTORS**

YOU CAN BE SURE in Westinghouse



MERCHANDISING HELPS

Westinghouse **HANDY-CRAFT**
Electric Motor Styles...

Model	HP	Volts	Speed	Frame	Price
1/2 HP	115	1725	1725	1	1.00
3/4 HP	115	1725	1725	1	1.25
1 HP	115	1725	1725	1	1.50
1 1/2 HP	115	1725	1725	1	2.00
2 HP	115	1725	1725	1	2.50
3 HP	115	1725	1725	1	3.50
5 HP	115	1725	1725	1	5.00
7 1/2 HP	115	1725	1725	1	7.00
10 HP	115	1725	1725	1	9.00
15 HP	115	1725	1725	1	13.00
20 HP	115	1725	1725	1	17.00
25 HP	115	1725	1725	1	21.00
30 HP	115	1725	1725	1	25.00
40 HP	115	1725	1725	1	33.00
50 HP	115	1725	1725	1	41.00
75 HP	115	1725	1725	1	61.00
100 HP	115	1725	1725	1	81.00
150 HP	115	1725	1725	1	121.00
200 HP	115	1725	1725	1	161.00
250 HP	115	1725	1725	1	201.00
300 HP	115	1725	1725	1	241.00
400 HP	115	1725	1725	1	321.00
500 HP	115	1725	1725	1	401.00
750 HP	115	1725	1725	1	601.00
1000 HP	115	1725	1725	1	801.00

...and how to use them

...IN THE HOME ...ON THE FARM

The Greatest Helper You Ever Had...
**The Westinghouse
ELECTRIC MOTOR**



GET COMPLETE DETAILS TODAY!

Call your distributor, or send in the attached coupon. Do it today—right now!

WESTINGHOUSE ELECTRIC CORPORATION
Handy-Craft Motors, P. O. Box 868, Pittsburgh 30, Pa.

I'm interested in your Handy-Craft Motor line and the great new Handy-Craft Motor promotion. Please send me complete information.

NAME _____
FIRM OR STORE _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
DISTRIBUTOR'S NAME _____

EM-11-53



MOVES

CUSTOMERS to ACTION!



5 Year guarantee

Available for IMMEDIATE DELIVERY

EXTRA BONUS THERMOFIL

with the LARGEST PROFIT MARGIN in the iron industry



Get PROFIT Action with FEATHER-WAY

You earn **BIGGER PROFITS** because Featherway moves off dealers shelves **FAST** and pays a better profit margin besides.

Featherway steam iron is the finest on the market for beauty, styling and performance. Backed by a full 5 year guarantee, Featherway Automatic steam irons are recommended by over a million satisfied customers.

Exclusive new Thermofil bulb refills iron in seconds for continuous ironing. Featherway makes housewives happy and provides quick stock turnover and larger profits for you!

To complete your profit line Featherway offers an Automatic Dry iron guaranteed finest on the market for uniform heat and superior construction.

We Support Our Representatives.

Since we have national distribution we turn over all distributor accounts to new representatives in their territory.

A complete monthly merchandising program is supplied for all your accounts.

AMERICAN THERMO APPLIANCE CO.
GRAFTON, WISCONSIN

Choice Territories Open for Aggressive Representatives
WRITE, WIRE OR PHONE TODAY

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

percent saturated, this fellow didn't provide for adequate service, and has moved on to furniture, leaving a lot of disgruntled customers.

The trading area outside of Chicago is seeing the headache customers get who buy at a discount in Chicago, haul home their bargains on trailers and then try to make them work. The local boys won't service, and the discounters cut them off without mercy.

The sales reports from utilities again show that items that are promoted can be sold. Up in Duluth clothes dryers jumped from 179 in 1952 to 326 in 1953. In Bob Coe's Union Electric territory in St. Louis, clothes dryers dropped from 1,959 in 1952 to 1,686 in 1953. Conversely, dishwashers rose from 167 in 1952 to 475 in 1953. Duluth saw dishwasher sales drop from 47 to 29 in 1953.

An unofficial expert comes up with the figure that shoplifting costs the dealer one percent, and employee pil-

ferage may run up to 2 percent. He expects to see the school for detecting shoplifters, put on by the Norwalk, Conn. police department, used in other cities.

Charlie Blum's report, made by the Houston Lighting and Power Co. on cooling equipment sales, is a picture of what may be expected nationally some day. For as Houston goes, so goes the nation. Ventilating fans, 10 to 32 in., dropped in sales from 11,693 in 1952 to 8,002 in 1953, same period. Sizes 32 in. and up dropped from 8,438 to 6,372. One-half ton room coolers, window type, rose from 690 to 1,078 while $\frac{3}{4}$ and 1 ton jumped from 12,702 to 19,699. Console types, $\frac{3}{4}$ to 1 ton, dropped from 391 to 117. Two to 15 ton self contained air conditioning units rose from 787 to 1,191, illustrating the squawk by Houston dealers that when you sell a central plant, the sheet metal house makes all the profit.

The South



By AMASA B. WINDHAM

Charlotte and other big cities of the Southeast. July, August and September were below last year but still good. As of the first of October, sales are on the upswing again, and both retailers and wholesalers predict a banner year.

Last Year Was Terrific. It was in October of last year that things really began to zoom. New Orleans dealers, for example, sold more than 11,000 television sets that month and came back with more than 9,000 in November. They won't do that well this year, according to a reliable source, but they won't be too far behind it.

The Carolina Power & Light Co., showed more than 15,000 refrigerators moved in its area during the last quarter of 1952, and the word from Hugh Isley and Tom Smiley of CP&L, is that dealers may do it again. Bill Hall, at Nashville Electric Service, points out that the sale of refrigerators, ranges, home freezers and water heaters are all ahead of last year in his selling area and will probably wind up the year that way. Bill's worry at the present writing is the promotion of clothes dryers and he's gone after that in a big way.

Birmingham business during September was an estimated 5 to 10 percent under last year's figures, but a sudden surge during the last 10 days of the month indicated brighter prospects for the final quarter. Miami, which has had seven out of nine record-breaking months this year, looked for an eighth one during October.

Florida Still High. The most remarkable progress during the year has been made, of course, by Florida. Month after month, this column has chronicled the amazing sales of dealers in Miami, Jacksonville, Tampa, Or-

(Continued on page 12)

No bend in the boom yet . . . Sales generally up to '52 levels, as Florida leads sales parade . . . Freezers ride buying wave

A COMPARISON of business at this stage of the year with that of a comparable time last year is revealing. Figures for both unit and dollar sales of appliances for the first three quarters of the year were above, or at least on a par with 1952 in almost every section of the South. The only possible exception was Texas, where a survey of three cities—Houston, Dallas and San Antonio—indicated a decrease in the 1953 sales volume. And Texas had a good excuse for it. Plagued by droughts, storms, floods, blazing heat and practically everything else in the weather book, Texas did well to maintain sales figures anywhere near the 1952 records.

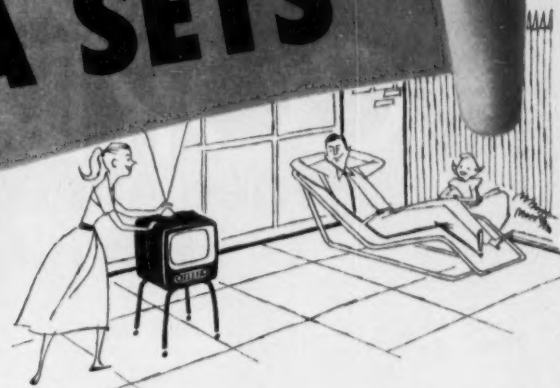
During the first six months of 1953, business went on at an unprecedented clip in Atlanta, Miami, Birmingham, Memphis, New Orleans, Richmond,

Admiral TV TABLE SELLS EXTRA SETS



Suggested Retail Price

\$7.95



It's sturdy, handsome, practical . . . and priced *really low*. In fact, the low price will often help you clinch the sale of a TV receiver.

Show your prospect how easily this table enables him to wheel his set (with indoor antenna) to another room, the porch or terrace. In effect, it makes a portable of every table TV!

Seamless steel tubing construction supports up to 500 pounds . . . no glue joints to loosen. Admiral Silent-glide casters. Mahogany or ebony finish. Just one size fits all current Admiral table television models and many other makes . . . no multiple models to stock. Order from your Admiral distributor by part number PT100M (Mahogany) or PT100E (Ebony).

Sell a matching base with every Admiral table model . . . and take the extra profit.



PT106—Matching base for Admiral models, T1812, T1822, 17DX12, 17" screen. Wood, mahogany finish, casters included. Suggested list price **\$17.50**

PT106A—Same as above, ebony finish, for Admiral models T1811 and 17DX11. Sug. list price **\$17.50**



PT107—Matching base for Admiral models T2212, T2222, 121DX12, 21" screen. Wood, mahogany finish, casters included. Suggested list price **\$22.50**

PT108—Matching base for Admiral models T2232 and 122DX12, 21" screen. Wood, mahogany finish, casters included. Suggested list price **\$22.50**



PT104—Wrought iron stand for Admiral models T2212, T2222, T2232, 21" screen. Suggested list price **\$9.95**



PT103—Black wrought iron radio-phono and album stand for Admiral models 5D31, 5D32, 5D33. Sug. list price **\$9.95**

Admiral Corporation, Accessories and Equipment Division, Chicago 47, Ill.

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

lando and other cities in the Sunshine State. As of October 1, gross dollar sales in Florida have already exceeded the entire amount reported for the year 1951 and are estimated at about 30 percent over last year.

Air-conditioning units, window fans, dishwashers and television sets reached all-time highs in Miami and were credited with leading the parade of sales, but the high increase of sales in such items as food disposal units, ironers, clothes dryers and water heaters also contributed to Florida's appliance selling bonanza.

One dealer in Miami told this reporter: "I sold more dishwashers and garbage disposers during June and July—the worst months of the year—than I did during all of 1952 together. Do you know a dealer in the country that did better?"

No, I don't—and I believe a clinical analysis of this dealer's methods will show that he got inspired to tap an unsaturated field and simply went out after the business. Many another dealer could take the hint.

Outlook Is Rosy. So much for the appliance picture down South as the last quarter of the year opens. The outlook for the final three months is generally regarded as from "good" to "excellent". Both retail and wholesale representatives we talked to last month feel that even if the final quarter doesn't set any new records in sales, it will at least be a good and profitable sales period.

Television sales, no doubt aided by the impending World Series, were on the rise again during September. Dealers everywhere were using full page ads to exploit the Series possibilities and buying had taken a sharp jump by the end of the month. Chattanooga, for example, almost doubled the sale of TV sets over last year and sharp increases were reported from Atlanta, Charlotte, Birmingham and Houston.

The air-conditioning season has just about wound up, with new and impressive figures on all sides. It seems that the manufacturers produced enough units to take care of everybody, after all, but they must have had to strain to do it. Sales could hardly have been bigger, even in the small towns and cross-roads. A prime example of the terrific demand for air-conditioning units is Nashville, Tenn., where more than 7,000 units had been sold through August, more than double the amount sold in a similar period of 1952. According to the dealers there, most of the buying was done by groups with incomes of between \$3,000 and \$5,000, which seems a pretty good indication that air-conditioning is coming to be regarded as standard equipment.

Freezers Ride Buying Wave. Home freezers had a good month in almost every section. The big sale of freezers is still along the Gulf Coast area, par-

(Continued on page 14)

**ELECTRICAL
CORDS**
KEEP YOUR APPLIANCES
IN SERVICE

MANUFACTURERS WHOSE PRODUCTS SERVE BEST...

Specify **Belden**
WIREMAKER FOR INDUSTRY



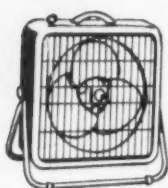
*The Most Imitated Fan Line in America
Brings You*

MORE in '54

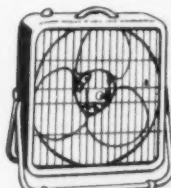


COMBINATION PORTABLE-WINDOW FANS

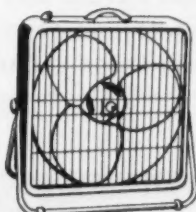
a complete line...combination portable-window fans



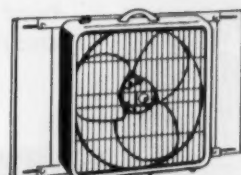
Model 1252
with "TILTA-BREEZ" Accessory



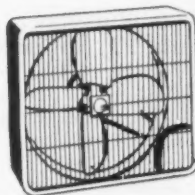
Model 1652
with "TILTA-BREEZ" Accessory



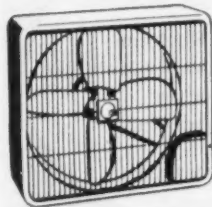
Model 2052
with "TILTA-BREEZ" Accessory



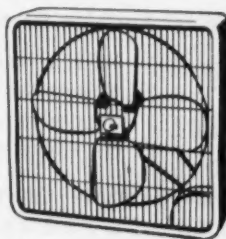
Model 2052



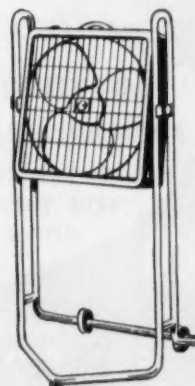
Model 2254



Model 2452



Model 3052



"Porta-Breez"
Accessory

New!
Improved!
Smarter!
Better!

More
Quality
Features!

Fast Sales!

Advertising
Helps!



Guaranteed 5 Years . . . Lau Fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.

THE LAU BLOWER COMPANY,

2005 Home Avenue • Dayton 7, Ohio
Write for catalogs and full information.

NEW

**TOP
ACCURACY**

**TOP
VALUE**

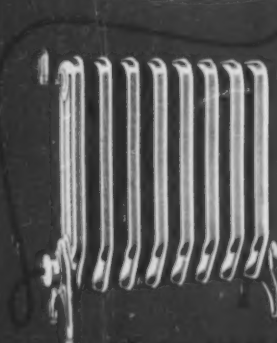
**A REAL
BEAUTY**



**DE LUXE
MODEL W**

Heavy Plastic
110-125 volts
AC only
1500 watts

**ONLY
\$12⁹⁵**



10 sections, 215 W. heater
15 sections, 345 W. heater



PROFIT-PACKED *Electresteen* DE LUXE THERMOSTAT CONTROL

FULL AUTOMATIC CONTROL for any electric heater AT A PRICE THAT SELLS!

Accurate, Economical, Carefree Heat Control

Every owner of an electric space heater is a prospect for a profit-packed sale! Saves electricity, regulates room temperature as desired—pays for itself. Works perfectly with any portable electric heater. Performs just like the costliest thermostat built into central heating systems—yet is completely portable and inexpensive (no special wiring required). To use, just plug into A.C. electrical outlet, set the dial for desired temperature (control range 50° to 90°, with differential of 1½° to 2° F.), plug heater into special adapter plug, and have perfect automatic control of the heat output. No need ever to disconnect heater plug at night.

SELL THESE OUTSTANDING ELECTRESTEEM THERMOSTAT ADVANTAGES: simple portable, plug-in installation (no expensive wiring or relays); complete carefree automatic convenience (set it, forget it for dependable temperature control); saves money, pays for itself (no more wasted heat or electricity—heater is on only when needed); outstanding appearance (smooth, sleek, unobtrusive beauty—"goes" harmoniously with any room setting). Yes, you can sell these advantages to every owner of portable electric heater. Make real money with the fast-selling ELECTRESTEEM deluxe THERMOSTAT.

RETAIL PRICE, ONLY \$12⁹⁵

Priced Right to Sell Fast—and YOUR MARKUP IS RIGHT!
ORDER TODAY! STOCK THEM! DISPLAY THEM!
(complete descriptive literature on request)

IDEAL FOR USE WITH THE *Electresteen* Portable Electric Steam Radiator

**SAFE STEAM HEAT
FROM ANY WALL PLUG!**

No fire hazard • No fumes
No exposed elements • No noise
No piping • No wiring
No worry • No attention

**SELL THE WORLD'S FINEST SUPPLEMENTARY
ROOM HEATER—IT'S PROFIT-LOADED!**

Order from your wholesaler—if he can't supply, order direct, giving wholesaler's name for shipping and billing through him.

ELECTRIC STEAM RADIATOR CORP.

1 Electric Ave., PARIS (Shelby County), KENTUCKY
world's largest makers of electric steam products

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 12—

ticularly in Louisiana, Mississippi and Texas, although the inland Florida areas were also totting up good sales. Home freezers have been one of the best sellers all year down here and it looks like they may be headed for a record year.

The sale of refrigerators and electric ranges left something to be desired. Sales were down in the Carolinas, Tennessee, Alabama and Georgia, and had dropped heavily in New Orleans and Houston. One New Orleans observer predicted, however, that dealers in that city would move almost 20,000 refrigerators before the end of the year. This will be somewhat under last year's total sales.

That predicted recession just hasn't come off and dealers don't look for it in the near future. The only close-up reported in the last several months was a dealer in Birmingham who had been handling appliances in connection with his gift shop, and his story was that he shouldn't have taken them on in the first place, as a gift shop isn't equipped to handle them.

The Great Lakes



By FRANK A. MUTH

What's a business guide, anyway? ... Dealer morale high ... Ohio appliance survey results ... Give-aways ... Summer sales problems ... Some dryer plans ... TV advertising up

THERE is a saying: Watch the automotive business as a key to business conditions. Today that is only partly true.

Word has it that automotive dealers claim people are only interested in owning the most expensive, deluxe models, with the finest power steering, fancy fixtures, etc. But when you talk to some of the appliance distributors, you get a different story.

Not High Priced. "We have sold more units than last year," says a sales manager of a Columbus distributor for a full-line manufacturer. "But the sales have been on cheaper units. They say people have money—well, if they do, they're not spend-

(Continued on page 16)



SMASH HITS

AT TRADE SHOWS COAST-TO-COAST!



Model 756 The Hi-Fi 239.95



Model 755 The Celebrity 229.95



Model 731-R The Champion 129.75

The great, all-new Ampro line has rated raves from consumers, dealers, distributors everywhere. Features like the Electronic Eye Recording Level Indicator . . . Automatic Selection Locator . . . Electro-Magnetic "Piano Key" Controls . . . combined with dramatic styling, mark this line *your* line for today's market! See these models, and *hear* them! Ampro achieves fidelity of tone that retains all the depth and splendor of the original performance. Every musical shading, every delicate nuance is reproduced with matchless realism! Call your Ampro distributor today to see how Ampro's liberal advertising and sales promotional program can spark *your* sales volume!

AMPRO TAPE RECORDERS

Advertised in **LIFE, POST, HOLIDAY**

AMPRO
Famous For The Finest

Ampro Corporation

EM-11-53

2835 N. Western Avenue, Chicago 18, Illinois

Gentlemen: Please send me the name of my Ampro Tape Recorder Distributor.

NAME _____

COMPANY _____

CITY _____ STATE _____

CONTINUED FROM PAGE 14

ing it on appliances, at least not the higher-priced units."

Distributors and dealers everywhere seem to be flexing their muscles for a determined grab at a bigger volume this fall. In visits with dealers and some distributors the first part of October, this reporter found more than beautiful fall colors on the scenery in the Columbus area.

First of all, dealers feel they are being helped more in planning their merchandising effort. There are some good incentive offers. In Columbus, spirit runs high for the Ohio State Buckeyes. This fall, free tickets to the Ohio State-Michigan game with all expenses paid are being offered by a distributor for each salesman with eight dryer sales.

Second, some dealers think that distributors are making a sincere effort to stop price cutting. In Cleveland, one distributor releases all the models, but one, of their TV line to dealers. That one model will be displayed and sold only at two downtown department stores. Thus, if some person wants that model, he can't go to a dealer, give the model number and say "That's the one I want. Pick it up at the usual price."

Reason For Move. The thinking behind this policy is to see if other dealers ask for that model. None were ever shown it, or told about it. Thus, a dealer would have no way of knowing about it unless a prospect used the department store displays as a selection guide before ordering from the discounter.

One dealer had a strong feeling against this move. He claimed that it was discriminatory. But most dealers agree it will be a good way of stopping price cutting, if this policy is applied to other appliances.

Ohio Survey Results. A little over 80 percent of the families in Cleveland now own television sets. Even in the lowest fifth income group, 73.7 percent of the families have TV sets. In that same lowest group, 11.5 percent who have TV, have no telephone.

Those are just some of the interesting findings in a new appliance saturation survey by the Cleveland Electric Illuminating Co.

In making the study, one of the most detailed ever made anywhere in the nation, CEI turned a team of veteran marketing research experts loose on the northeastern Ohio area. All full-time salaried employees of CEI, they interviewed some 8,259 of CEI's 415,000 families who buy power.

Arthur J. Bazcley, supervisor of market-research says that when television first hit the market, the middle income groups bought most of them. The highest fifth snubbed them. The lowest group wasn't ready to spend the money. Today, the survey shows, saturation follows income right down the line with the upper income group topping the list with 82.3 percent saturation.

As might be expected, 96.7 percent of the families interviewed have radios. And 45.8 percent have two or more. Income has little influence on radio ownership.

There are 97.6 percent with refrigerators, 90.8% of which are electric. Over 18 percent of the refrigerators are 13 years old or more. About 21 percent are eight to 12 years old, and 60.7 have been purchased within the last seven years.

Summer Problems. When this columnist asked dealers and distributors what problems arose this summer that seemed to thwart sales, they came up with a variety of answers. A Columbus dealer said, "Extreme heat kept the people at home." A Louisville distributor reported that lack of room-cooler delivery hurt the most. But universal was the credit problem. A distributor in Columbus and another in Cincinnati agreed on this point, but a distributor vice-president in Pittsburgh cited the dumping by certain producers, along with the tightening of credit. A dealer in Detroit believes that the lack of mark-up on appliances is paramount.

Dryer Push. By the time you read this report, movement of dryers should be heavy due to the cold weather. Plans that are now in the wind are auspicious enough. In Detroit, all distributors are cooperating with Detroit Edison for a 20,000 unit mark by the first of December. In Canton, Ohio, a distributor has a plan for a "Free Home Trial" program. And in Columbus there are a good many promotions other than the football tickets already mentioned above.

The Far West



by HOWARD J. EMERSON

September business steady but not sensational . . . TV is bright spot, but low-end preference is marked change in buying habits . . . Freezer sales still slow

BY the end of the first week in October, the appliance-TV business in the Far West was humming along at a steady but not sensational pace. Most dealers and distributors felt that

(Continued on page 22)

SELLING

NEW MIRACLE APPLIANCE TIMER SALES ARE SKYROCKETING.
DEALERS ACROSS COUNTRY ALREADY CASHING IN ON WIDE
CONSUMER ACCEPTANCE OF INTERMATIC TIME-ALL. FIRST-AND
ONLY—FULLY AUTOMATIC PORTABLE HOUSEHOLD TIMER. TURNS
APPLIANCES AND LIGHTS ON AND OFF AUTOMATICALLY. STEADY
SELLER, TERRIFIC PLUS-PROFIT ITEM. NATIONALLY ADVERTISED.
NEWEST GIFT SENSATION!

phone, wire or write NOW to... **INTERNATIONAL REGISTER COMPANY**

Dept. 113Y, 2618 W. Washington Blvd., Chicago 12, Ill.

entirely new!
amazingly versatile!
exclusive features!
should be in
every home!

Automatic
TIME-ALL

Turns appliances and lights on and off day after day without resetting! Also skips automatic operation! Exclusive manual control! Ties in with practically every appliance sale for plus-profits when the customer sees how easily TIME-ALL makes the appliance fully automatic!

FREE! Write today for free promotional deal, Plus Profit Plan, and name of nearest distributor.



Christmas is just around this corner



*RCA Victor
Gives you the most complete Christmas*



Here are **46** colorful reasons why
and phonographs



● Here is the huge RCA Victor line of small-size radios and "Victrola" phonographs—and they're all backed by the greatest radio-phonograph advertising campaign in RCA Victor history! For the best Christmas you've ever had, order them now from this handy chart—

1. 2R51	\$29.
2. 3X521	\$19.
3. 2R52	\$29.
4. 2C514	\$39.
5. 2C513	\$39.
6. 2C512	\$39.
7. 2C511	\$39.
8. 3X536	\$21.
9. 3X535	\$21.
10. 3X534	\$21.
11. 3X533	\$21.
12. 3X532	\$21.

Call your RCA Victor Distributor today!

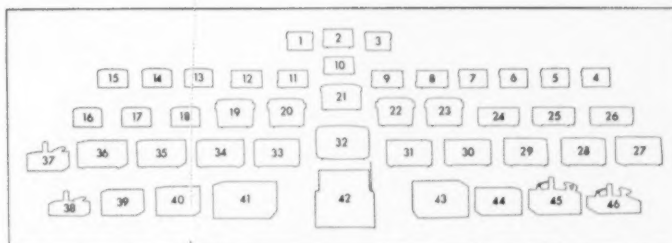
RCA

Christmas Package in the radio Industry!



is why your Christmas radio
monograph sales can be bigger than ever!

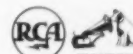
1. 2R51	\$29.95	13. 2B400	\$29.95	25. 2CS22	\$42.50	37. 4SEY2	\$34.95
2. 3X521	\$19.95	14. 2B401	\$29.95	26. 2CS27	\$42.50	38. 4SJ2	\$16.75
3. 2R52	\$29.95	15. 2B402	\$29.95	27. 2X621	\$39.95	39. 4SEY3	\$49.95
4. 2CS14	\$39.95	16. 2B403	\$29.95	28. 2X62	\$37.50	40. 4SEY4	\$49.95
5. 2CS13	\$39.95	17. 2B404	\$29.95	29. 2X61	\$34.95	41. 2US7	\$129.95
6. 2CS12	\$39.95	18. 2B405	\$29.95	30. 2XF935	\$67.50	42. 3BX671	\$139.95
7. 2CS11	\$39.95	19. 3BX51	\$34.95	31. 2XF934	\$67.50	43. 2ES38	\$99.95
8. 3X536	\$21.95	20. 3BX52	\$34.95	32. 3RF91	\$89.95	44. 9YS10	\$69.95
9. 3X535	\$21.95	21. 2BX63	\$49.95	33. 2XF933	\$67.50	45. 2ES31	\$69.95
10. 3X534	\$21.95	22. 3BX53	\$34.95	34. 2XF932	\$67.50	46. 2JS1	\$49.95
11. 3X533	\$21.95	23. 3BX54	\$34.95	35. 2XF931	\$67.50		
12. 3X532	\$21.95	24. 2CS21	\$39.95	36. 2XF91	\$59.95		



Suggested Eastern list prices shown, subject to change without notice. Portable prices, less batteries.

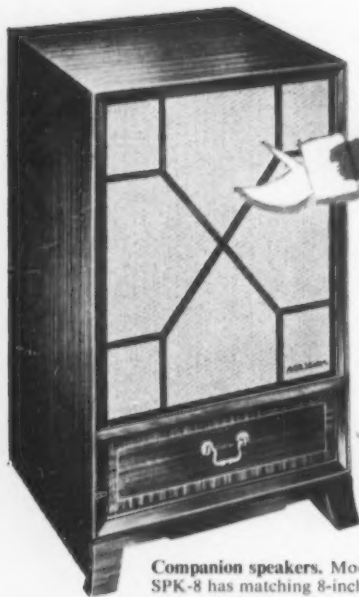
RCA VICTOR
Tmks. © Division of Radio Corporation of America

World Leader in Radio... First in Recorded Music... First in Television



Electrical Merchandising—November, 1953

Here's another RCA Victor way to make this Christmas your Biggest ever!



Companion speakers. Model SPK-8 has matching 8-inch "Olson-design" speaker as extra outlet for table model; SPK-1 has 12-inch "Olson-design" speaker to match the console. Cabinet finished in mahogany or walnut; limed oak, extra. SPK-8, \$69.95. SPK-1, \$89.50



High Fidelity "Victrola" console phonograph. Has 12-inch "Olson-design" speaker. Finished in mahogany or walnut; limed oak, extra. Model 3HS6, \$275.00



High Fidelity "Victrola" table phonograph. 8-inch "Olson-design" speaker. Finished in mahogany; limed oak, extra. Matching base available, extra. Model 3HES5, \$139.95

Sell the huge High Fidelity market
with new **RCA VICTOR**

COMPLETE HIGH FIDELITY "VICTROLA" PHONOGRAPHS
at Popular Prices!

RCA Victor's High Fidelity "Victrola" phonographs play the richest, most true-to-life music your customers ever heard!

Here are the features that spell extra QUALITY in these superb new instruments:

- High Fidelity amplifier with extra-wide range—reproduces extreme "highs" and "lows."
- Heavy wood walls, precision-built acoustical chamber.
- Silent 3-speed record changer—no hum or rumble.
- Balanced turntable eliminates tone-waver.
- Separate bass, treble, and loudness controls.
- "Olson-design," wide-range cur-

vilinear speaker gives brilliant reproduction. • Speaker-jack and switch for attaching companion speaker.

RCA Victor backs you with a giant advertising campaign—full-page ads in Life, Time, New Yorker, Saturday Review, House and Garden, House Beautiful, plus a big campaign in leading concert programs. Ads will explode right in the middle of the Christmas buying season. And they'll bring in the customers you want most.

When they get inside your store? Streamers, window displays, point-of-sale material—they'll

all point to the new RCA Victor High Fidelity "Victrola" phonographs. Ask your distributor for the complete kit! And that's not all—there are two special demonstration records!

The first, narrated by Deems Taylor, is a thrilling introduction to RCA Victor High Fidelity. The second is composed of musical excerpts from the finest RCA Victor records... music that will thrill any customer—and help you clinch the sale!

High Fidelity is a Big item—it's going to sell big. Call your RCA Victor Distributor—today!

Prices shown are suggested Eastern list prices, subject to change without notice. Slightly higher in far West and South.

RCA VICTOR

Tmks. ®

DIVISION OF RADIO CORPORATION OF AMERICA



FULL-COLOR PAGE TOPS GIFT-SELLING CAMPAIGN



Climax of the fall and Christmas campaign for Hamilton Beach mixers will be a full-color page in the Saturday Evening Post of December 5. Other magazines used in the December campaign include Good Housekeeping, McCall's, Better Homes & Gardens, Successful Farming, American Weekly, Better Living, House Beautiful, Living for Young Homemakers, Today's Woman, True Story, Woman's Day, Parents', and Sunset.

The color page (shown above in black and white) is built around the theme, "HAMILTON BEACH beats everything as a Christmas gift." Color illustrations show the Hamilton Beach Food Mixer, Mixette, Liqui-Blender and Home Drink Mixer in actual use against attractive kitchen backgrounds. A small illustration of the Hamilton Beach Mixing Center is shown, to tie in with actual store displays.

"Following tested editorial technique is a guarantee of high readership of this page," said a Hamilton Beach advertising representative. "We are particularly proud of the high degree of readership our other ads have had this fall, and this should top them all when it appears in the December 5 issue of The Saturday Evening Post."

Total circulation for the Hamilton Beach campaign in October, November and December will be 131,169,001.

EDITORIAL SUPPORT SELLS BLENDERS FOR YULETIDE

Blenders have received the heaviest support of any electrical housewares from editors of women's publications in recent months. This will be reflected in their increased sale during the holiday season, according to previous experience.

"When you see all the editorial girls getting behind an appliance, you can be pretty sure it has arrived," was the opinion of one merchandising expert. "Blenders are where mixers were about 15 years ago, just coming over the hill into



Count on real profit increases from this winking salesman! Its red flasher unit lures customers... beams welcome gift ideas to them again and again. Here is the easy way to set up a complete and attractive mixer department in one handy spot. Takes only 33"x14" of counter space; only 23" high! Includes 50 full-color 6-page folders, to help customers sell themselves. Make this colorful new Mixing Center your profit center! Order yours any of the 4 ways shown in panel below...



NEW HAMILTON BEACH LIQUI-BLENDER \$3750*

retail

Sell finer, faster blending... for dollars less! New "Cut-n-Fold" action delivers twice the cutting power of ordinary blenders. Liquefies, blends, purees, mixes, chops, grates, pulverizes. Two speeds, no-splash top, Mason-jar thread. Order today—with your new Mixing Center!

HAMILTON BEACH MIXETTE \$1975*

retail

America's fastest-selling portable! Powerful, lightweight, easy to demonstrate. Beats, mixes, mashes, whips—in any bowl or pan. One-hand operation—3 speeds under the thumb. Beaters snap in and out. Holder bracket fits on Mixing Center.

HAMILTON BEACH FOOD MIXER \$3950*

retail

The easiest food mixer to sell because it has more easy-to-use features. Your best bet, too, because it stays sold, pays you full profit. Easiest speed control, easiest portability, easiest bowl control. Compare and you'll sell Hamilton Beach!

HAMILTON BEACH Home Drink Mixer \$2250*

retail

A good gift item, because the whole family can enjoy it! Makes real soda-fountain drinks; super-duper malteds, fruit drinks—even cocktails. Every customer owning a home freezer or freezer-compartment refrigerator is your prospect. 14½" high. Heavy metal stand. 16-oz. container.

*Prices subject to change without notice.

CALL YOUR DISTRIBUTOR NOW! HAMILTON BEACH

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

4 Ways to Order Your Mixing Center

1 Order two each of the Mixette, Model G Food Mixer, Home Drink Mixer and new Liqui-Blender for \$147.44 complete (retail value \$238.00), and get Mixing Center display without charge.

2 Order one each of Model G Food Mixer, Mixette, Home Drink Mixer and new Liqui-Blender for \$75.71 (retail value \$119.25), including one Mixing Center display.

3 Order one each of the new Liqui-Blender and Home Drink Mixer for \$39.50 (retail value \$60.00), including one Mixing Center display.

4 Mixing Center display only\$5.00

acceptance as a 'must' appliance for the modern kitchen. They should be a big item this Christmas."

Editorial writers have paid especial attention to the Hamilton Beach Liqui-Blender because of its extra power and cutting action, 1/3-horsepower motor, canning-jar thread, ease of cleaning and, most important, the attractive \$37.50 price tag.

HAIR DRYER GIFT DRIVE NETS SURPRISING SALES

"Quick-Dry" Hair Dryers have real possibilities as Christmas gifts, it is revealed by dealers who put effort behind them last year. "We put hair dryers in the window, plugged one

in for counter demonstration, and featured 'Quick-Dry' in two of our newspaper ads," says a Wisconsin appliance dealer. "The results were excellent. We were particularly impressed with the fact that the public wants a quality hair dryer as a gift item and is willing to pay the necessary price. We plan to repeat this promotion this Christmas."

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

She's a "Steeple Jill"

and her job is to stop you before you turn the page

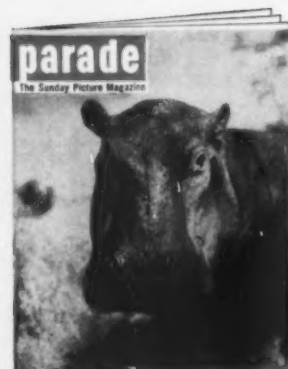


This is a real-from-life picture illustrating a typical story in PARADE, the Sunday Picture Magazine.

Nearly 8 in 10 among PARADE'S millions of newspaper readers were stopped by this picture . . . just as you were.

These loyal readers make PARADE the best read publication in print. They give advertisers more than twice as big an audience, per dollar of ad cost, as any of the big weekday magazines.

That's why PARADE power on Sunday sells all week long in 42 key markets.



The Sunday Magazine section of 42 fine newspapers in 42 major markets . . . with 13 million constant readers.

business had not taken a fall spurt to the level anticipated, but except in a few areas the upswing was sufficient to promise a good last quarter.

In northern California, the Northwest and the Mountain States, white goods business was good in September and October, possibly just a little below the level of the fall of '52. Dealers had been sufficiently cautious in their buying to be in a good inventory situation, and cut-backs at factory level seem to have allowed distributors to go into the fall without too heavy stocks.

In southern California, dealers and distributors went into October still looking for the "fall spurt"—traditionally later in that area because of the heat. With October 5th temperatures of 102-deg. in Los Angeles and up to 108-deg. in the suburbs, it is inconceivable that even the simplest minded prospect would spend the time shopping for a winter stock of appliances. Only in the Southwest, where such temperatures would be considered "slightly below normal for the season" do people continue patronizing our industry. Witness a report from the sections of Arizona outside metropolitan Phoenix—August was the biggest dollar volume month of the year, and so was every other month as it had come along. Dealers there increased volume each month as the year progressed, showing in July and August dollar volumes nearly three times that of January. And TV sales are less than 8 percent of their volume.

TV Smiles. Nearly everyone in the Far West is reasonably happy about TV. The public has more reason than ever to buy TV or to buy a bigger set. More of the good programs are coming on film instead of kinescope, bringing a quality nearly that of live shows. More of the East's live shows are being delayed for showing at a more practical time for three-hour later westerners. And with but one very important exception, retail sales are responding to the fall rebirth.

In the established markets of Seattle, Salt Lake City, San Francisco-Oakland, Phoenix and San Diego, sales have picked up to what most dealers consider a healthy volume. It may not be the most profitable season these dealers have had, but it won't be the worst either. Two factors are evident in these market areas, both of which enter the profit structure but not necessarily the volume. First, acceptance of trade-ins has become a must in each of these pre-freeze markets. Says one distributor, the necessity of selling a large percentage of his sets to people who already have a set is going to hurt severely the "non-merchandising" dealer—the dealer who hasn't the sales ability to get most customers to hold onto their old sets, who doesn't have market knowledge to be able to estimate properly, who doesn't have or won't set up facilities for disposing of used sets without losing the profit from the new set sale. Second

(Continued on page 28)

*If Santa were
Your salesman...*

HE'D SELL THE ALUMINUM ADVANTAGES IN ELECTRIC HOUSEWARES



Sales come easier and quicker
when you point out these

ALUMINUM ADVANTAGES

SPARKLING BEAUTY

Aluminum takes permanent, non-chip, anodized finishes.

LIGHT WEIGHT

Aluminum parts reduce carrying weight.

NO TASTE-TAINT

Aluminum is ideal—and safe—for food.

FASTER HEATING OR COOLING

Aluminum is an excellent heat conductor.

LONG LASTING

Aluminum helps assure years of trouble-free service.

RUST-FREE

Aluminum is easy to keep clean.



Manufacturers are designing more aluminum in all appliances

- Products are improved
- Sales are easier
- Dealer service problems are reduced
- Fabrication costs are often lower

Remember, too, that national magazine and network TV advertising by Reynolds Metals Company is constantly reminding your customers to look for aluminum in the appliances they buy. Put this support to work for you by talking up aluminum advantages right at the point of sale where your profits are made. For more information on aluminum in appliances, call your local Reynolds office or write Reynolds Metals Company, 2510 South Third Street, Louisville 1, Ky.

See "Mister Peepers" on NBC-TV. Consult local listing for time and station.

REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

ELECTRICAL MERCHANDISING—NOVEMBER, 1953

PAGE 23

"I'm your gal Kathi..."

Here's how I Sell G-E TV on the G-E Comedy Theatre"



1. First I tell your prospects the big news...that G-E is voted TV's best picture 7 to 1 nationwide. Then I show them...

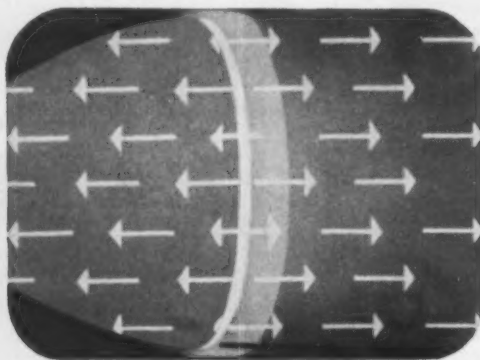


2. ...that the inside surface of an ordinary tube actually diffuses light. See...my finger doesn't even show in it.

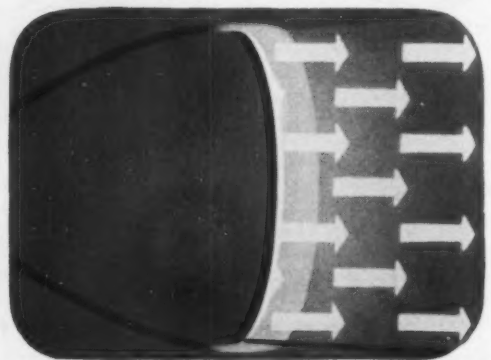
KATHI NORRIS, star sales gal of G-E Television, Radios and Small Appliances, G-E Comedy Theatre—CBS-TV



3. But G.E.'s magic mirror prevents light beams from getting "lost" in the tube...pushes them out in the room—clear, crisp, sharp.



4. In ordinary tubes (above) much of the light bounces back *inside*, robs the picture you see of brightness and contrast...



5....while the one-way mirror in G.E.'s sensational aluminized tube aims practically all the picture light right at the viewer.



6. Your prospects see TV's sharpest picture... blacker blacks, whiter whites—greatest eye comfort! When I invite folks into *your* store to...



7. COMPARE...they see—they're sold! So be a pal to your gal Kathi—and to yourself—and display *every* model! Make it easy...



8....for your customers to compare and see for themselves why G-E Black-Daylite TV with Ultra-Vision is voted best picture 7 to 1 nationwide!

You can put your confidence in—

GENERAL  ELECTRIC

SOLD

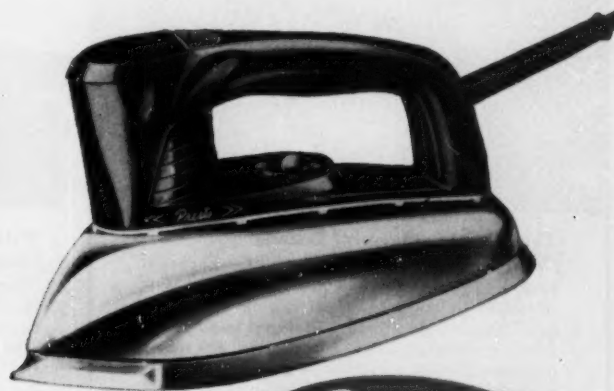
GET SET NOW!

Now is the time to make sure of those big PRESTO PRODUCTS PROFITS for the holiday season . . . get set for the big Christmas push on PRESTO COOKERS . . . the extra profit incentive promotion on PRESTO VAPOR STEAM IRONS (Limited quantities of pad and cover deal still available) . . . the big gift promotion on PRESTO DEEP FRYERS . . . tie-in with the colorful national advertising in LIFE and other big circulation media . . . use FREE ad mats and display materials . . . for clinching the sale with your pre-sold customers!

**GET FULL DETAILS FOR EXTRA SALES . . .
CONTACT YOUR DISTRIBUTOR NOW.**



**NATIONAL
PRESTO INDUSTRIES, INC.**
Eau Claire, Wisconsin



OVER 19 MILLION SATISFIED PRESTO USERS

BUILDERS ENTHUSIASTIC AS HUNDREDS OF
TO SEE BETTER HOMES & GARDENS' "READERS' CHOICE"
MODEL HOME



Frank W. Sharp, Houston, Tex.

"There has never been anything to compare with this model home program in the Southwest. Paid admissions to the parade were Sunday 27,000, Monday 11,000, Tuesday 17,000, Wednesday 15,000, Thursday 15,500. Total 152,000. Attendance to the Better Homes and Gardens home between 40- and 50,000. Many waited in line 1½ hours to see home."



**Burton W. Duenke, Builder,
Burton W. Duenke Building Company,
St. Louis, Mo.**

"Your promotion excellent for bringing new housing development to public. Attendance larger than previous display house. Very interested in 1954 Program. Attendance easily 35,000 first 10 days. Expect to reach 100,000 during September. Amazed by daily pull of Five Star Home stories."



Truett A. Bishop, Dallas, Tex.

"House given enthusiastic reception by approximately 12,000 people to date since Sept. 6th. Liked home so much decided to move into it myself. Quality of people looking and interest shown excels other model home promotions in this area. Estimate total attendance to reach 20,000 for three week period. Yes, I would like to join 1954 Program."



Paul Guerin, Phoenix, Arizona

"First ten days attendance 43,000. Expected total attendance over 100,000. Prospective sales potential encouraging. Participating merchants sales response excellent. Convinced your model home promotion more far-reaching than any previous attempt this area. Definitely interested in participating your 1954 Program. This is the greatest model home promotion ever undertaken in Arizona."



**William Trude, Trude Land Development
Company, Arlington Heights, Ill.**

"Very excited about results of BH&G 2309 Home. Had 7,200 first Sunday, 25,000 to date. Estimate 35,000 will see home. House sold after 3 weeks for \$40,000 including air conditioning and all appliances. Have no doubt that we're going to sell several other 2309 Homes. Public acceptance very good. Supplier reaction excellent. Include me in 1954 Promotion."



**John R. Wilson, Builder,
Thomas Wilson & Co., Inc., Raleigh, N. C.**

"Opening successful from standpoint of attendance and interest. Prospective sales possible. We would be interested in 1954 Program. Estimated total attendance 20,000."

Here's more proof that Better Homes and Gardens is America's prime mover

THOUSANDS FLOCK

HOME! ADVANCE REPORTS INDICATE BH&G

PROMOTION TREMENDOUS NATIONWIDE SUCCESS!

City by city, attendance records are being broken — UP TO 10,000 VISITORS IN A SINGLE DAY!



**Clair Siefferman, Siefferman & Miller,
St. Petersburg, Florida**

"Promotion very successful. 22,000 attendance to date. Have several prospective buyers. Our first adventure in model homes. We feel this is the largest to ever hit this area. We are definitely interested in 1954 Promotion. Suppliers have had excellent sales results."



Dale J. Bellamah, Albuquerque, N. Mex.

"The power of Better Homes & Gardens in Albuquerque is unbelievable. Within four days after appearance of September issue our offices received over 1000 telephone inquiries regarding Readers' Choice Home. Home to open Sept. 20. Enthusiasm terrific. Plan to run several pages of newspaper ads on opening day and during period of showing house. Several television and radio programs arranged. 12,000 brochures of miniature BH&G covers being mailed next week. Estimate total attendance will be over 20,000 during showing. This to be greatest open house promotion ever staged in New Mexico."



**Floyd R. Kimbrough, President,
Kimbrough Homes, Inc., Jackson, Miss.**

"Readers' Choice model home here outstanding success. More than 5,000 people passed through first two days. Crowds continue. \$250,000 custom-built home sales. Greatest advertising promotion ever experienced by us and we have had many previous model home promotions. We are definitely interested in joining 1954 Program. Expect 25,000 people to pass through this home. People are coming from more than 200 miles."



**Michael Stoltz, President,
Seneca Construction Co., Spokane, Wash.**

"Readers' Choice promotion very successful. Attendance to date 50,000. Potential sales encouraging. Interested in joining next year's promotion."

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

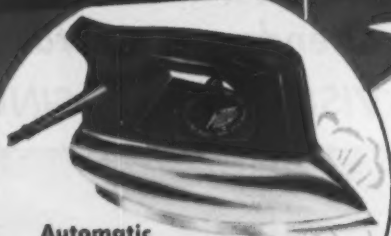
**Better Homes and Gardens
will sponsor another major
model home promotion in
1954! Watch for announcement!**

of homes and everything that goes into them!



NOW YOU CAN GO AFTER
BIG **GIFT BUSINESS** with

Dominion
TRADE MARK



Automatic
STEAM & DRY IRON
uses TAP Water
\$16⁹⁵
Slightly Higher in West



Automatic
COFFEE MAKER
\$18⁹⁵
Slightly Higher in West



GRID-O-MATIC
with "Reverse-Grids"
\$26⁹⁵
Slightly Higher in West



INCLUDES
SEWING
KIT
TRAVEL IRON
with Heat Indicator
\$9⁹⁵
Slightly Higher in West



FAMILY-SIZE POPPER
with 8-pc. Stainless Set
\$9⁹⁵
Slightly Higher in West



Automatic **TOASTER**
with Pop-up Feature
\$17⁹⁵
Slightly Higher in West



Thermostatically Controlled
Automatic HEATER
\$29⁹⁵
Slightly Higher in West

DOMINION ELECTRIC CORP.
MANSFIELD, OHIO

NATIONALLY
ADVERTISED

IN LIFE — LADIES' HOME JOURNAL —
GOOD HOUSEKEEPING — BETTER
HOMES AND GARDENS TO A
MILLION AUDIENCE OF GIFT-
MINDED, BUDGET-WISE SHOPPERS

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 22

factor is the public's marked tendency to favor the low priced end of the line. In an area that has been more cabinet-conscious than any other section of the country, this is a change that is hurting profits.

Post-Freezer Upswing. Outside the Far West's pre-freeze markets, optimistic reports are coming in as the fall season gets underway. Sales in Portland, Ore., Spokane, Wash., and Denver indicate that a year or so of TV in these post-freeze markets have served to condition the public. Early reports show that the expected volume upswing in these areas will be realized this fall, with much more of the business done by the established dealers instead of the fly-by-nights who skimmed the cream from the market when TV arrived a year ago.

As other new markets open in the Far West, interesting possibilities for study present themselves. A UHF station opening in California's capital city, Sacramento, has been well received and dealers there report a very stable sales level established although the area already had a 25 percent saturation of VHF sets getting programs from the San Francisco stations 90 miles away. Conversions are taking place at a rapid rate as fast as technicians can handle them. The reason for so many conversions instead of trade ins, says a distributor serving that area, is the type of VHF set owned by the people in Sacramento. "In order to get the best possible signal from 90 miles away these people bought the biggest and most expensive set the manufacturer made. So now it is better to pay for a conversion than to take a beating by trading."

A different market situation will soon present itself in southern Calif. When UHF station KPIK's transmitter is completed beside the bank of 7 VHF transmitters atop Mt. Wilson in Los Angeles, one of the most interesting tests of UHF's chances in an established VHF market will begin. KPIK will send out a signal on Ch. 22 to an area having 1,650,000 sets, of which few have all all-channel tuners.

Freezer Breakdown. The home freezer business in the eleven western states continues well below the 1952-53 level, which is perfectly normal considering the death of most of the specialty food-freezer plans which built most of the '51-'52 volume and the lingering bad taste that these operators left. But another factor is still disturbing the freezer business. Reverts are continuing to come into the market with a resulting breakdown of the price structure in many of the big city markets. Most of the distributors look to the much publicized national food freezer plans of major freezer manufacturers as a long range opportunity to get all dealers together in sound, sensible promotions that may recondition the public. But until the reverts get off the market here, distributors feel that little can be done.

End

FOR PROFITABLE PROMOTIONS

feature the big Duchess Traffic Builder

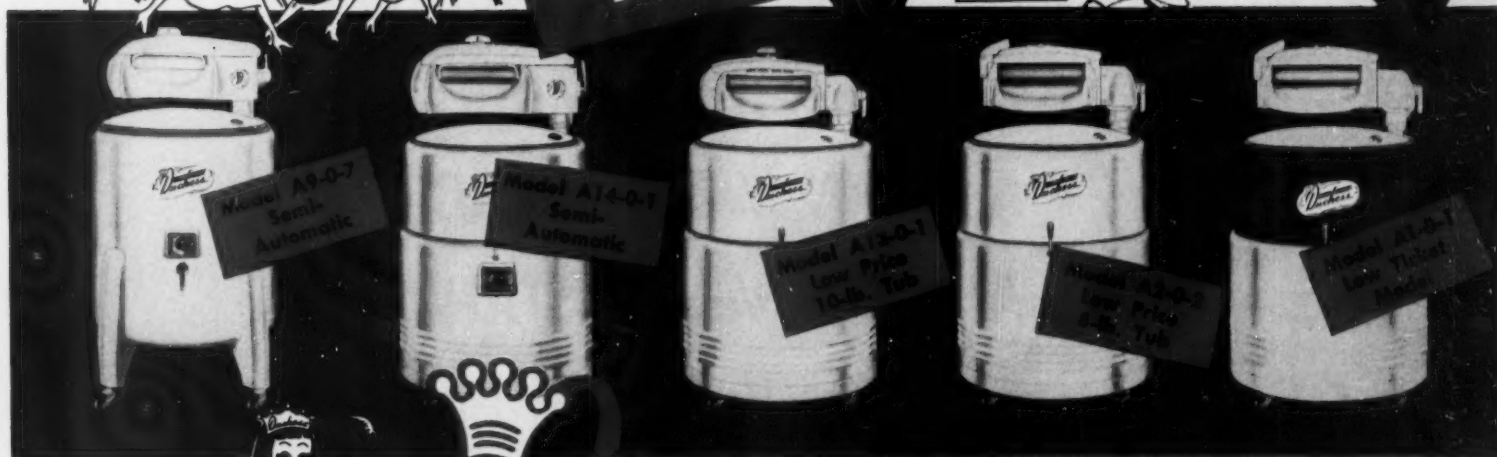
**IT'S PRICED FOR
EXTRA PROFITS AND
QUICK TURNOVER**

Duchess' distinctively styled promotional Model A9-0-8 carries a long margin to assure *your* profit and turnover. A giant double wall Hold-Heat Tub, Triple Flex Spiral ALUMINUM Agitator, deluxe Lovell Wringer and Lifetime Guarantee are among its sales-clinching features.

You can sell high or low — to suit the prospect — with Duchess . . . a model in every price range. Start enjoying Duchess profits Now!



WRITE OR PHONE
FOR NAME OF YOUR
DUCHESS
DISTRIBUTOR



THE DUCHESS COMPANY

FAIRFIELD, IOWA

Duchess

confidentially...

Vornado's

5 brand New

Vornado

**WINDOW
AIR CONDITIONERS**

- A NEW 1½ H. P. MODEL
- A NEW 1 H. P. MODEL
- A NEW ¾ H. P. DELUXE
- A NEW ¾ H. P. STANDARD
- A NEW ½ H. P. MODEL

Get a sneak preview from your distributor

THE O. A. SUTTON COR

An Independent Manufacturer

got something!

3 brand New

Vornado® AIR CIRCULATORS

- 2 new Reversible Exhaust Fans
- A new Twin Window Fan

PLUS advanced engineering
on the regular line

- Desk Models
- Window Turnabout Models
- Pedestal Models
- Table Top Model

now . . .

**ADVANCED
STYLING**

**ADVANCED
ENGINEERING**

**EARLY
SALES PLAN**

PORATION • Wichita, Kansas

Specializing in Cooling Appliances



Says the homemaker:

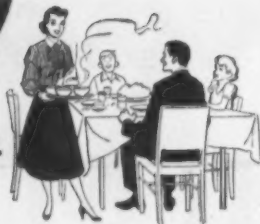
*I wanted a
Fast
Range Unit!
and I get it in my*

Super High-Speed

**CHROMALOX
ROCKET!**



*"Now I give my family of 4
 piping hot soup, eggs
 or coffee in minutes"*



Says the Dealer:

*I wanted a Fast
Range Unit for service
& replacement—
and I get it in the*



Super High-Speed

CHROMALOX ROCKET

Chromalox makes the new Super High Speed Rocket . . .
Sell it for service and replacement and pocket a pretty profit!

See your Distributor or write direct to

Make more money and more satisfied customers! Write for complete details on modernizing all electric ranges with Chromalox Super High Speed Units and Adaptor Rings.

EDWIN L. WIEGAND CO.
7525 Thomas Blvd., Pittsburgh, Pa.

CHROMALOX
Electric Cooking at its Best!

RC-63

ECONOMIC CURRENTS

How to Spot a Business Slide

By the McGraw-Hill Dept. of Economics

SIGNS keep piling up to show that time is running out on the super boom in business. Business is still very, very good in most parts of the economy. But the accumulation of indications that it won't stay so good is beginning to worry many economists and businessmen.

Right now, just about everyone who wants a job can still get one—at the highest pay rates in history. Consequently, unemployment is down around its postwar low, and incomes are at record levels. Sales in department stores and other retail establishments continue to rack up gains over last year, and some of the gains have been big ones. Gross National Product—the nation's total output of goods and services—is larger than it's ever been. And just about everyone expects these key indicators of business to stay pretty high right through the year. For 1953 as a whole, unemployment, income, retail sales and Gross National Product are almost sure to be the best they have been in the postwar period.

Nevertheless, signs that the basic trend in business will be down for a while are everywhere—and, in fact, the decline has already started in a number of fields. No one knows how far the trend will go before it reverses. Some people regard this change as being simply a return to normal prosperity from super-prosperity—in other words, they are not really worried at all and they may very well be right. Here are some key indicators to watch to see just what is happening in the economy.

HOW MANY ARE OUT OF WORK?

One significant figure is the number of people who are unemployed. This is a better indicator than the number of people who are actually working, because that changes according to seasonal shifts in business which don't necessarily mean much. Right now, only about 1.3 million men and women are out of work. That's just about the smallest number possible in a peace time economy. It's hard to say just when unemployment gets to be serious, but three to three and one-half million is as good a guess as any. If the number of people out of work passes 3.5 million, then this is more than just a return to "normalcy" in business. If it rises but stays below that figure, then the economy is still in basically good shape.

INDUSTRIAL PRODUCTION INDEX

Industrial production is another good indicator of business. It went up sharply at the end of last year, hit its peak this past March, and has been sliding very gently downward in the last few months. In September, the Federal Reserve Board's industrial production index stood at 234, compared to 243 last March. It's still very

high compared to other postwar years. But if it keeps going down—especially if the index takes a sharp dip toward the end of 1953 or beginning of 1954, as a lot of people expect—then it indicates trouble. If the FRB index goes below 210 and stays there for a couple of months, then it's something to worry about. If it stays above 210, the business may be slower than it has been, but it will still be basically good.

HOW MANY NEW HOUSES?

Housing starts are another indicator. Every month, the Bureau of Labor Statistics estimates how many new non-farm housing units were started in the past month. Of course, these figures change with the seasons—high in spring and summer, low in the winter. But BLS also estimates the annual rate of starts allowing for these seasonal changes. These are not the most accurate estimates in the world, so a small change does not mean much. But a big change would make a lot of differences in the economy, because the boom in housing has been a major force behind the postwar boom in general business. Lately, housing starts have slipped below the one-million annual rate for the first time in recent memory. If the rate slips much lower—say below 900,000 per year—that would indicate serious trouble for home-builders. And it would mean a substantial cut in the earnings of the highly paid building trade workers, who have been good customers in most postwar years.

CONSUMER CREDIT

One other indicator—especially significant for appliance dealers—is consumer credit. It's gone up sharply since Regulation "W" went off in May, 1952. The big increases in short term credit have financed a good part of the improvement (such as it has been) in appliance sales, and they have also made possible the huge total of auto sales made this year. But lately the rise in consumer credit has slowed down considerably. That may mean that consumers are approaching their borrowing limits—that they are unable or unwilling to go much further in debt. If it does, then everyone who sells goods to installment buyers can expect sales to get tougher. Chances are that consumer installment and other short term debt will continue to rise through the end of the year. That's the regular seasonal pattern. But if the increases are smaller than they were in the same months in 1952, that's a danger sign. And if total credit outstanding should begin going down in early 1954, this might be something to really worry about. Any time repayments on debt are larger than new borrowing, it means
(Continued on page 34)

DuMont Television

...Winning "All-America" with New
"COMPLETE COMPARISON"
Selling Features!

- **Solid Sales Strategy!** DuMont invites all America to compare DuMont Telesets* with every other make, at every point in every set at every price!
 - **Power-Packed National Advertising!** DuMont tells and pre-sells the nation in top magazines and newspapers... on television and radio.
 - **Winning Sales Features!** Finest UHF-VHF reception... unsurpassed clear-picture power... truest tone... fine cabinets... thriftier ownership!
- Add up your DuMont score! Add DuMont's more attractive dealer discounts to this "triple-threat" selling! You can see why you score easier, larger profits when you feature DuMont Television!
- The short line with the long profits!

Optional DuMont 82-Channel Tuning
—Most Sensitive in Television—
Ideal for UHF-VHF Areas



**DuMont de Luxe
RUTLAND**

21-inch DuMont Selfocus* tube. Traditional cabinet in mahogany or blond finish. Optional 82-channel tuning, built-in antenna. Equipped with casters.



**DuMont de Luxe
BRISTOL**

Swedish Modern style wood cabinet in mahogany or limed oak finish. 21-inch DuMont Selfocus* tube. Acoustically matched tone system. Phono-jack. Provision for UHF.

THE SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER TODAY!

Write, wire or phone your DuMont Distributor for full details, or write to: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.
Canadian Affiliate: Canadian Aviation Electronics, Ltd., Montreal, Canada.

All your customers can afford **DU MONT** ...from \$199⁹⁵..
QUALITY TELEVISION

**Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the South and West and subject to change.

(for 17" table model, not illustrated)

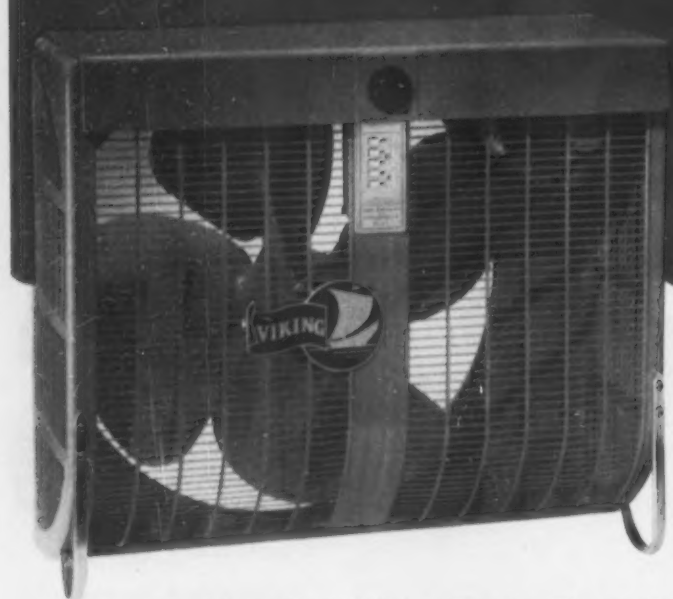
*Trade Mark

Now! For Customers Who Want to Sleep Cool...

ECONOMICAL MULTI-ROOM

BIG FAN

COOLING

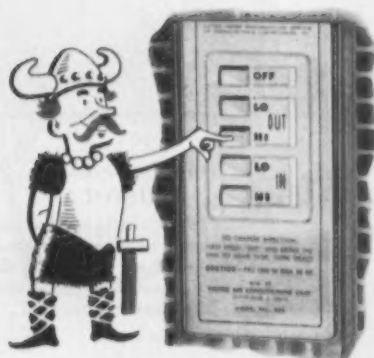


Eye-Catching Style That Sells

Striking Seafoam blue with sturdy bright chrome legs.
Safety-sure-grille openings to protect children's fingers.
Attractive panel top and air contoured grille.
Practically invisible motor, mountings, blades and pulley.



All These Consumer-Demanded Features



Simple Push Button Controls

New Push Button Controls permit easy change from high to low speed during both intake and exhaust operations.
Electrically Reversible — Now four big blades to exhaust 3500 cubic feet of hot air per minute.
Also operates as circulating fan during the day providing "Four Corner Cooling".
Only 712 RPM making the "955" the quietest big fan on market.
Optional Timer turns fan off automatically in from 1 to 12 hours.
Easy installation — complete instructions and Snap-in-spacers.
Finally a big Fan powerful enough to use the cool summer night breezes to give your customers air cooled sleeping comfort, throughout the whole house, at nominal cost.

See Viking's Big 3-Dimension Fan Presentation

It's actually fun to buy these new Viking "955" Window Fans. See the Fan, see its features, see the support Viking offers you as explained via 3-D by lovely "Aerodynamic Ann" in "The Last Word in Big Fan Cooling".

Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 7, O.



Viking "955" Window Fan



Viking Room Air Conditioner



Viking Attic Fans



Viking "Arid-Zone" Dehumidifier

Economic Currents

CONTINUED FROM PAGE 32

that there's a loss of purchasing power in the economy, just the reverse of expenditures in the past year and a half, when both earned income and borrowed cash have gone up sharply.

These are just a few of the available business indicators, of course. But they are particularly good for appliance dealers. Anytime they turn the wrong way, they mean that someone has less income to spend. Any time they go below the danger points mentioned above, the drop in income and purchasing power is likely to reach serious proportions for sellers of consumer goods, especially durable goods like appliances. A small drop in these figures is not especially important. It might be an accident—all statistics contain some degree of error. And even if the small drop really happened, it could be absorbed by the economy with a minimum of trouble. But when unemployment passes 3.5 million, or industrial production drops past 210 on the FRB index, there's a good chance that the trouble is fairly basic. And the decline in business represented by these figures might be large enough to start some real declines in other lines of business.

INDICES VS. OUTBURSTS

As mentioned above, these indicators have their limitations. But it's much better to watch them than to pay much attention to public statements about the business outlook made by politicians, businessmen or labor leaders. They all have their special points of view—and most of them will be talking with one eye on the crucial elections coming up next fall. That means many Democrats will go all out to prove that we are heading into a recession because of Republican mismanagement. And the Administration in Washington will be interested in proving that everything is still fine. Some labor leaders regard any drop in employment as sign that a depression is coming, and businessmen have their own special emphasis. It's better to look at the statistics, check them against your own experience, and figure the situation for yourself. End



"... AND NOW THE LATEST IN BATHING SUITS FROM THE FRENCH RIVIERA!"

AS ADVERTISED IN



ROYAL

HAS

All the features



TANK-TYPE



UPRIGHT

- Super-Suction—for fast, efficient cleaning
 - "Toss-Out" Dust Bag—no dust bag to empty
 - "Super-Speed" Rug-Nozzle
 - Full Set of Attachments—for every cleaning job
 - Liquid Sprayer
 - De-Mother
 - Floor Polisher
 - Lifetime Construction—light weight, durable
 - Choice of Models—for "price" and "quality" markets
- 3-Way Cleaning Action—sweeping-vibrating-suction
 - "Toss-Out" Dust Bag—no dust bag to empty
 - ADJUSToRITE—automatically indicates correct adjustment
 - Dirt-Finding Searchlight
 - Lifetime Construction—light weight, durable
 - Full Set of Attachments
 - Floor Polisher—motor-driven attachment
 - Choice of Models—for "price" and "quality" markets

**KEEP YOUR EYE ON
ROYAL**

Royal has been a leader in vacuum cleaners for nearly half a century. Today, Royal is planning ahead for a future that will make Royal an even greater source of profits for dealers. *Keep your eye on Royal!*

Tie-ins

Counter Cards • Tie-on Tags
Newspaper Mats • Package, Envelope Inserts

AT NO COST TO YOU

ROYAL VACUUM CLEANER CO.



Cleveland 8, Ohio

EASY
 points out the
 advantages of
calgon®
 to every new
 customer

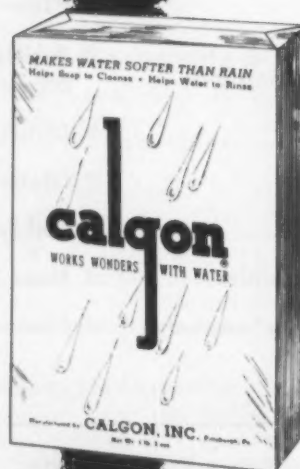
A sample package
 of Calgon goes with
 every new Easy
 Automatic Washer sold!

Easy knows that even with a first class washing machine, you need a first class washing solution to get clothes really clean and bright. Calgon prevents washing film—lets soap or detergent get at the soil and wash it away. Calgon keeps the machine clean, too . . . lets a good machine do its very best!

That's why Easy, along with other leading washing machine manufacturers, includes a sample of Calgon with every new machine that leaves the factory.

**What a terrific pre-sold
 market for you!**

The thousands of women who are trying these Calgon samples are your potential customers. They're finding out about Calgon . . . and you can bet Calgon is getting some over-the-back-fence recommendations, too!



Take advantage of this EASY
 ready-made CALGON market

**STOCK CALGON!
 DISPLAY CALGON!
 ADVERTISE CALGON!**

**MAKE EXTRA SALES...EXTRA PROFITS
 ...WITH CALGON**

**CALGON, INC., 323 Fourth Avenue
 Pittsburgh 30, Pennsylvania**



ON THE BEAM WITH CROSLEY TV

AVCO MANUFACTURING CORPORATION. American Kitchen Division, Connorsville, Indiana • Crosley Division, Cincinnati, Ohio; Clyde, Ohio; Richmond, Indiana; Nashville, Tennessee; Carrollton, Kentucky; Batavia, Illinois • Bendix Home Appliances Division, Cincinnati, Ohio; Clyde, Ohio • Crosley Broadcasting Corporation (Radio Station WLW, Cincinnati, Ohio, and WINS, New York, and Television Stations WLW-TV, Cincinnati, Ohio; WLW-C, Columbus, Ohio; WLW-D, Dayton, Ohio; and WLW-A, Atlanta, Georgia) • Bridgeport-Lycoming Division, Stratford, Connecticut • Lycoming-Spencer Division, Williamsport, Pennsylvania • New Idea Division, Cold Water, Ohio; Sandwich, Illinois • Horn Manufacturing Co., Fort Dodge, Iowa • Essee Flow Division, Chicago, Illinois.



"CROSLEY 'PICTURE-SENTRY' GIVES ME MY BEST TALKING POINT YET!"

© 1953, AVCO MFG. CORP.

Reports David Novick, Portland, Me. Crosley Dealer

"Naturally," says David Novick of Hub Furniture Company, "I like to sell my customers on all of Crosley's features—the rich wood cabinets, optional built-in all-channel tuning, full year warranty on the picture tube. But the 'Picture-Sentry' gives me my best talking point yet.

"I've found that when you fill a customer with a lot of features about a TV set, he can walk out of your store without remembering anything definite about the set at all.

"But 'Picture-Sentry' gives him an idea that sticks. And it sticks because 'Picture-Sentry' gives him just what he's looking for—a clear, steady TV picture free from man-made interference.

"He can go out and look at other TV sets and see good features in them, too. But all the while he remembers that 'Picture-Sentry' guards against interference, wipes out streaks, roll-over, and flutter.

"With the Crosley 'Picture-Sentry' I'm able to give him one idea strong enough to become his basis for comparison.



Mr. Novick, in his sales talk, reminds a customer that the Picture-Sentry assures true-to-life TV . . . and only Crosley has it.

"When a dealer selling another make dangles a bigger trade-in in front of his eyes, he still has that yen for the Crosley 'Picture-Sentry' in back of his mind.

"So these days when I see cus-

tomers coming back to my store to take another look at 'Picture-Sentry' Crosley, I not only know I've got one of the best TV sets on the market, I know I've got the best sales hook in the whole TV business."

Proud owners tell what sold them on Crosley TV

These unsolicited letters show why a satisfied customer is your best salesman



"We convinced ourselves that 'You can see it better on a Crosley' by making comparisons in the dealers' stores and by home demonstration. The clearness of the picture and the quality of sound in the Crosley were outstanding. We particularly like the finish and styling of the all-wood cabinet. It fits in so well with our other furniture." Mrs. Edward M. Murphy, 3712 Meadow Drive, Boise, Idaho.



"My husband is the Navy recruiter in Minot, and we wanted a brand-name set and one that is handled by a good, reliable dealer. We think Crosley dealer organization is tops and agree that you can see it better on Crosley TV." Mrs. E. A. Freeman, 615 East Central, Minot, North Dakota.



"We turn our Crosley television on the first thing in the morning, and it stays on all day. Our whole family says we have the best television in our neighborhood. You can really see it better on a Crosley." Mr. James E. Willey, 2003 Penn Ave. Ext., East Liverpool, Ohio.



"In comparing my Crosley television with a set costing twice as much, I find that my Crosley has a better and clearer picture. I live eight miles from Charleston, yet get excellent reception without an outside antenna." Mr. Howard C. McGrew, Rt. No. 1, Burtchard, Charleston, S. C.



"I believe my Crosley set performs as well as any I have ever seen. Wrestling came in as good last night on my Crosley as I have ever seen it in Los Angeles. The station is just on the air now for one week. We receive it very well on our Crosley. To me our Crosley is the best." Vernon A. Morrow, P. O. Box M.M., Branch St., Nipomo, Calif.

"Treasure Chest" pulls terrific response for Crosley TV dealer

Bernard Krasner of Yonkers, N. Y. stages unusual promotion

The idea was a treasure chest prominently displayed in his store. Bernie Krasner, Crosley dealer in Yonkers, N. Y., put in an automatic toaster (when the toaster was gone, he put in an electric mixer, and after that an overnight bag), locked the chest, and mailed out keys that said, "This key may be the lucky one to open a treasure chest. Come in today. Nothing to buy!"



For his mailing list, Bernie wanted young people . . . couples just setting up their own homes, starting to raise families, people who might be buying television and appliances now, but would also be buying even more in the years ahead.

He looked through newspapers and took down names of people getting married, people who had just had children, young people who were buying and building homes. He filled in his list with names from the phone book and mailed out over a thousand keys.

He even offered a reward (a free ash tray) just for returning the key.

"The results were terrific!" Krasner reports. "The treasure chest brought in a terrific number of new people . . . particularly young ones . . . just the kind we wanted!"

The returns were so good, Krasner



Prize winner? Maybe. And Mr. Krasner wins friends, prospects and sales.

estimates the final cost for the promotion amounted only to about 20¢ for each person who came in. And to top it off, this strictly direct-mail promotion has resulted in a steady stream of sales for Crosley TV.

"ON THE BEAM".....with CROSELEY TV

New Crosley Christmas window almost reaches out and yanks people into your store

"A Crosley for every member of the family." That's the theme of this festive display which includes all the elements Crosley dealers everywhere have said they would like most in a window. And then to make doubly sure it would be practical as well as irresistible, Crosley pooled its own know-how with that of one of America's top window-dressing specialists.

The results? Well . . . you really have to see this brilliant display for yourself to get the full impact. There are 17 hard-working sales messages on both Crosley TV and Crosley radio distributed effectively throughout the window! The central piece—that charming "Christmas Card" house—is only 5½ feet tall. Adapt-



Here's a window bright and gay as Christmas . . . sure to halt traffic and ring up Christmas sales!

able to any size store window. And for complete flexibility, the whole display has been planned to fit compactly into a 6-foot window, or to expand handsomely to fill an 18-foot window.

Dealers who have previewed the window say it practically reaches

out and leads shoppers into the store. Crosley distributors now have this arresting display on hand and are ready to help dealers put it to work as soon as requested. Your busy Christmas selling season isn't far off. Better order your Crosley display window today.

WIN \$10⁰⁰

with your best
sales story

"Within ten days after the delivery of an appliance, I make an 'im-promptu' call at the owner's home. He or she is usually pleased with my interest."

"If the customer needs further instruction on the new appliance, it is given, and if adjustments are necessary, this is referred to the proper service department."

"This visit affords me a casual inspection as to the age and condition of the other appliances in the home. I will later transfer these mental notes to a card file which will be used for subsequent followups. In this manner I keep my prospects for new appliances alive and kicking."

Eli A. Levy
Abbott Appliance &
Music Company
2101 Grand Concourse
New York 53, New York

Send your story to "ON THE BEAM," Dept. 170, Crosley Div., AVCO Manufacturing Corp., Cincinnati 26, Ohio.

MICHIGAN DEALER TURNS TELECASTER, COPS FIRST PLACE AT HOME SHOW

Bud Green, store manager for Green Radio Sales and Service, grabbed plenty of attention with his Crosley TV sets when he exhibited them at the Kalamazoo Free Home Show.

Bud knew the best way to sell Crosley TV is to let people see that beautifully clear, sharp, steady picture Crosley brings in. But he also knew the picture that interests people more than any other is a picture of themselves.

So Bud got a small TV camera, and with the help of Independent Distributors, Inc., (his Crosley distributor) he built his exhibit for continuous closed circuit telecasts.



Bud Green uses unusual method to show "You can see it better on a Crosley"

Everyone who saw Bud's Crosley exhibit saw himself televised on a huge 30-inch Crosley TV set. It caused a sensation.

Bud talked to them and pointed out Crosley's many outstanding features—the handsome all-wood cabinets, Crosley's optional built-in all-channel reception, Crosley's full-year warranty on picture tubes.

Not only did visitors swarm to Bud's exhibit to find "You can see it better on a Crosley," but Bud Green won first place for his display at the show.

He says it was one of the best promotions his store has ever had, both in terms of attracting attention to Crosley and in getting TV sales, too.



He gave blood for Crosley TV!

That guy on the cot is not only a public-spirited citizen, but a darned smart businessman.

He's Art Elgan, Crosley's manager of New Market Field Promotions. And when he brought the Crosley Mobile TV Unit into Fresno, California, recently, Art found himself right in the middle of the Annual Blood Donor Day.

Naturally, Art wanted to encourage more blood donors, but he wanted to tell them about television, too, and get them interested in Crosley. So he set up Crosley TV sets through the Fresno State College Union Hall, brought in the Mobile Unit's TV cameras, rolled up his sleeve, and walked into what may have been the world's first televised blood donation.

"The cameras followed every phase of giving a pint of blood," Art reports, "and the Crosley sets received it beautifully."

Over 4,000 people watched the telecast on Crosley TV. The picture was so realistic that two girls in the Union Hall fainted when they saw the nurse inject the needle.

Art's job was so successful that not only did the blood bank have a record day, but appreciation for Crosley TV resulted in orders for 11 sets.

Here's a unique way to pin down TV sales

Barrior and Mindell, Crosley dealers of Baton Rouge, La., installed a large map of the city in their store. Each time they sold a Crosley TV, they placed a colored pin in the map.

When a prospect asked, "How do I know I'll get good reception in my neighborhood?" a salesman just pointed to the map. "Just ask these people," he'd say, indicating a pin, "or ask these. They're right in your neighborhood." Crosley owners were invariably enthusiastic boosters of their Crosley TV's, and soon another pin would be added.

Isn't this an idea that you could use?



A UNIQUE CIRCULATION RECORD

Just look at it . . .

McCall's circulation for the first six months of 1953 is over 700,000 greater than it was in 1950.

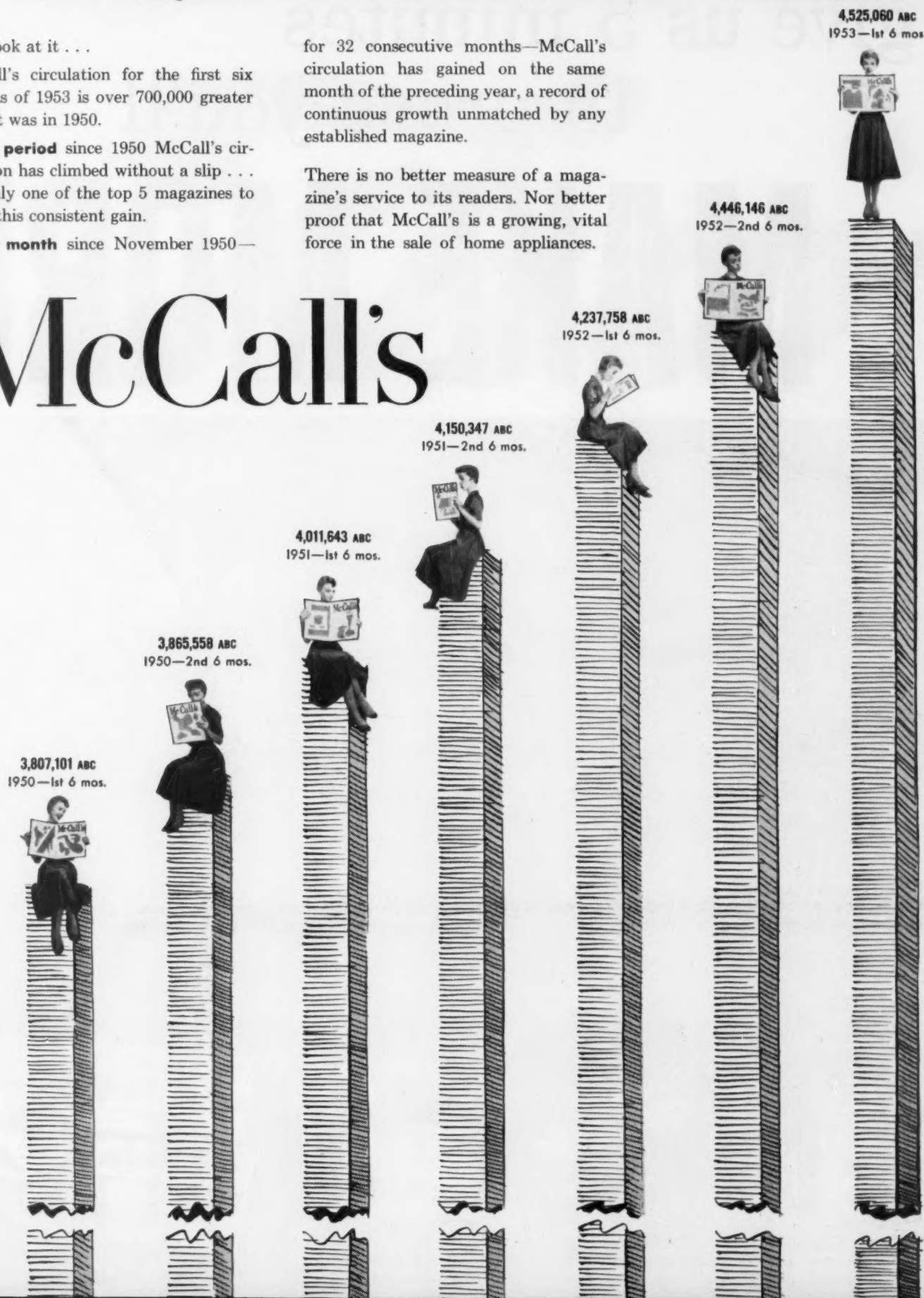
Every period since 1950 McCall's circulation has climbed without a slip . . . the only one of the top 5 magazines to show this consistent gain.

Every month since November 1950—

for 32 consecutive months—McCall's circulation has gained on the same month of the preceding year, a record of continuous growth unmatched by any established magazine.

There is no better measure of a magazine's service to its readers. Nor better proof that McCall's is a growing, vital force in the sale of home appliances.

McCall's



give us 5 minutes
to prove you'll

MAKE MORE

5 MINUTES is all it will take your Thor distributor salesman to prove to you that you'll really Make More with Thor! Keep an open mind until you see the show-down proof that the name Thor on your sales floor means more traffic flowing into your store door! See why Thor features **SELL** that traffic!

Ask your Thor distributor salesman how to measure the value of the Thor line. It won't cost you more than 5 minutes—it can mean plenty of profits to you!

THOR CORPORATION, Chicago 50, Illinois



Thor Wringer Washers
to fit every customer's need
—and income



Thor Gladiron
—sensation of the
industry!



Thor "Quick as a Flash"
TV Show—Big-Impact
National Advertising

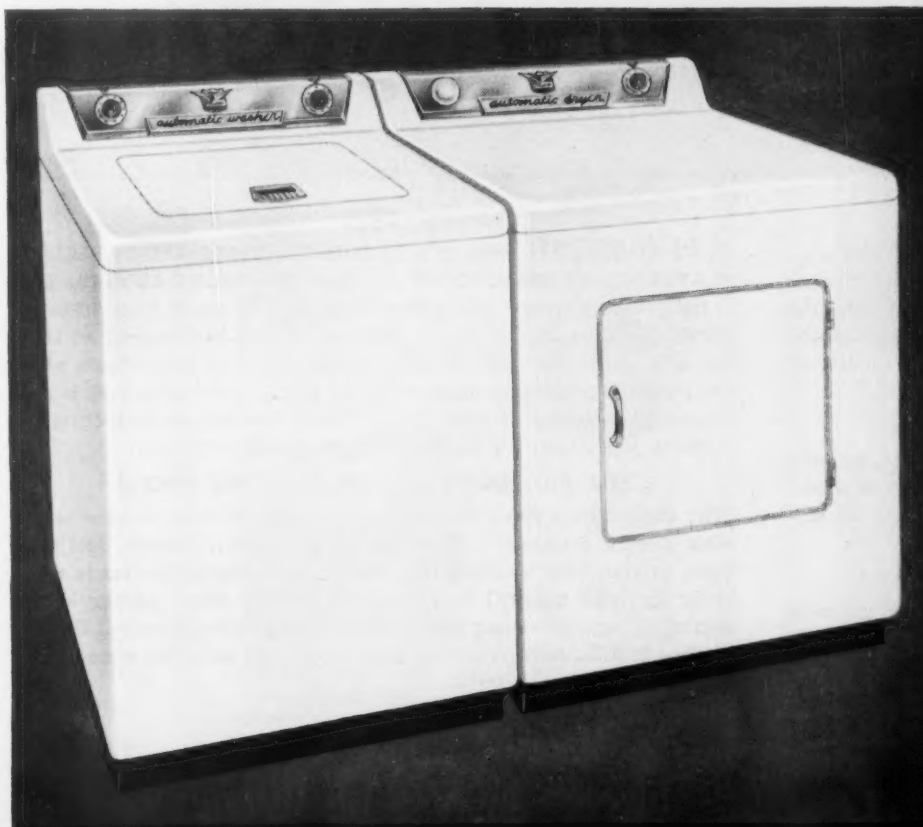


Thor Traffic-pulling Promotions
that pay off, year after year!

with

Thor

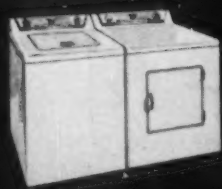
REG. U. S. PAT. OFF.



NEW THOR WASHN'DRY DUET

What a combination! New Thor Automatic Washer with matching New Thor Automatic Clothes Dryer offer the utmost in sales-winning beauty and clothes washing and drying perfection! Matching New Thor Spinner Washer an optional choice for your customers!

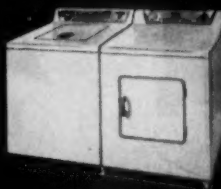
When You Think of Value... Think of Thor



Thor Automatic Washer
with matching
Thor Automatic Clothes Dryer

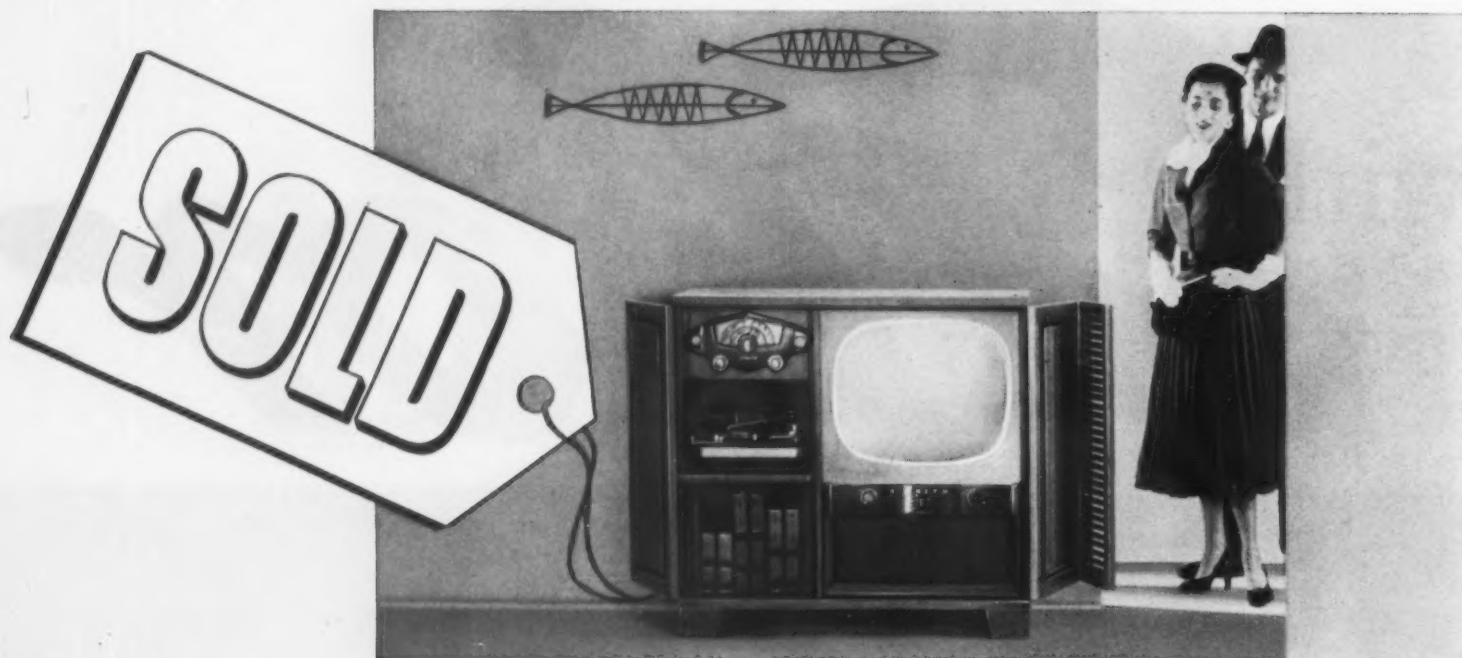


Thor Built-in Electric Range
—perfect match for
other Thor appliances



Thor Spinner Washer
with matching
Thor Automatic Clothes Dryer

Now ZENITH gives you two smashing shots at the extra profitable BIG TICKET TV!



1. DEMONSTRATE TELEVISION'S BIG ACTION PICTURE . . . SELL ZENITH'S EXCLUSIVE CINÉBEAM PICTURE TUBE. Cinébeam is the amazing Zenith picture tube that puts *all* the light into the picture. Gives your customers pictures just like the movies. With the whole trend to big pictures, Zenith gives you the big 24" picture at its best.

SELL THE BIG PICTURE TO SPORTS FANS!

It's easy. Just turn the knob of that Zenith Bullseye Tuner, and the whole big game, fight or whatever, comes flooding into your showroom. You take them "out of the bleachers and into the box seats." Showing is selling!

SHOW THE BIG PICTURE WITH SIDE-BY-SIDE TESTS!

Put a Zenith with Cinébeam Picture Tube against any other set with a conventional tube. The big difference shows up right now . . . *you* can see it, *your customer* can see it.

2. DEMONSTRATE ZENITH'S EXCLUSIVE COBRAMATIC® RECORD PLAYER WITH STROBOSCOPE . . . AND SELL MUSIC LOVERS. This is the amazing record player that plays at *any* speed from 10 to 85 RPM. Not just 78, 33, 45, or the new talking book speed at 16 $\frac{2}{3}$, but *any* speed now here or yet to come. A dot of light shows when the record is playing at exact recorded speed, with perfect pitch and tempo. The new high fidelity Cobra® Tone Arm assures perfect reproduction. It's America's most demonstrable record player.

SELL BIG-PROFIT HI-FI AT SALE-ABLE PRICES!

Why should they have to go to a custom-parts man to hear music with "living presence?" Why not come to you? Zenith BRINGS them to you, with matched high fidelity components (all made especially for high fidelity) in 7 different models. High fidelity is the coming thing . . . coming to you. It's the big ticket, stamped Zenith, marked SOLD. And remember—the bigger the sale, the more *profit* you make!



The FULTON—24" Cinébeam Screen. Automatic One-Knob Turret Tuning. Model L2575E.



The BAILEY—24" Cinébeam Screen. Automatic One-Knob Turret Tuning. Model L2572R.



**THESE ARE THE ZENITHS TO FEATURE
FOR BIG TICKET SALES, BIG MARK-UPS,
BIG VALUE TO CUSTOMERS!**



The royalty of RADIO and TELEVISION®

Backed by 35 years of leadership in the Radionics Exclusively

ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

COPY. 1953

Push Zenith — that's the BIG TICKET!

Ray-O-Vac leads in 4-color advertising in farm papers!

Ads like this—in four colors—
talk the farmer's language—and sell!

Light when you need it most!

Only Ray-O-Vac is fully sealed-in-steel!

Full steel protection—top, bottom, and sides—prevents corrosion... gives lasting power! Ray-O-Vac batteries are LEAK PROOF... they never swell... are guaranteed against corroding your flashlight.* So buy spares, they stay fresh for years!

Feel the Steel... Steel's the Difference!

In 1952 and 1953, Ray-O-Vac has been the only battery and flashlight manufacturer to use four-color advertisements in farm papers. Not only has Ray-O-Vac led in its own field, but in 1952 it ran more 4-color ads (like those above) in national and regional farm papers than 21 of America's biggest

companies, among them Admiral, Allis-Chalmers, Chrysler, John Deere, Dodge, Kellogg, Plymouth.

Ray-O-Vac continues to reach the important farm market in 1953. Look for 4-color Ray-O-Vac ads in *Town Journal*, *Farm and Ranch*, *Farm Journal*, *Progressive Farming*, and *Country Gentleman*.

Sell the batteries and flashlights your farm and city customers know about... **RAY-O-VAC!**

RAY-O-VAC COMPANY, MADISON, WISCONSIN
RAY-O-VAC CANADA, LTD., WINNIPEG, MANITOBA

STEP-UP and

HERE'S THE ONE TO PROMOTE!

ADVERTISE...

LOW PRICE

to bring them in ... only

\$239⁹⁵

in most areas

ADVERTISE...

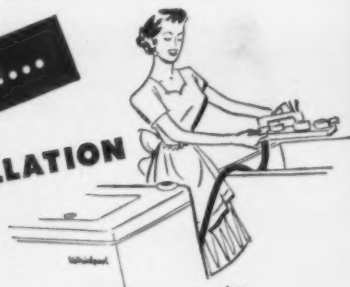
PORTABILITY



a great convenience for those with limited space. Roll it out ... roll it to work space ... then, roll it away for storage.

ADVERTISE...

NO INSTALLATION COST



simply attach hose to any convenient water faucet.

ADVERTISE...

BIG, 8-LB. CAPACITY



it's a big, full-size automatic washer, yet occupies a floor space of only 24¹/₄" x 24³/₄".

You'll make GOOD profit with the
Whirlpool Standard

...the automatic washer that will bring them in to buy!



PROFIT with Whirlpool

the greatest
"MERCHANDISING LINE"
of automatic washers
ever available!



For MORE profit, step-up to the

Whirlpool Deluxe

... the lowest-priced fully-automatic washer with space-saving design and big performance features!



Then, for those who want the best,
step-up for HIGH profit to the

Whirlpool Supreme

... the fully-automatic washer with today's greatest features in home laundering ... there's nothing like it anywhere!

Remember ... there's a matching Whirlpool Automatic Dryer (gas or electric) for each Whirlpool Automatic Washer.

WHIRLPOOL CORPORATION St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana
IN CANADA: John Inglis, Ltd., Toronto, Ontario

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

OHIO EDISON

speeds up appliance deliveries with new

FAGEOL VANS!



One of 2 Fageol Vans used daily for appliance deliveries by Ohio Edison in Akron. Another Van is used for the same purpose in Youngstown.

→ Because of their greater payload capacity and maneuverability, Fageol Vans are ideal for home deliveries. They are especially well adapted for the transporting of bulky merchandise like stoves, ironers, refrigerators . . . all types of appliances.

In Fageol Vans, only 4 feet of the truck length is taken up by engine and cab. The rest carries profitable payload . . . from 200 to 500 MORE cubic feet than other trucks of equal length and wheelbase.

Curbside and roadside doors may be located as desired . . . units are available with insulation, special interior lining . . . half-width, full-width or jack-knife rear doors.

A-8363

→ OTHER IMPORTANT FAGEOL VAN ADVANTAGES

- more favorable payload to weight ratio than is available in any other standard production truck • Fageol Vans weigh 500 to 3,000 lbs. less than many other trucks • lower license and registration fees due to lower net gross vehicle weights • 10% to 15% faster load handling • easier to drive in traffic, park and store • attractive appearance • 20 to 35 foot body sizes • world's safest and strongest truck because of Fageol *Super Freighter integral design • mechanical components of International R-160-170-180-185-190-200 and RF-190 series trucks • tremendous advertising value.

*Registered trade name.



Large Van side panels provide valuable advertising space. Hydraulic lift at rear facilitates loading and unloading.

Fageol Vans are sold through International Harvester motor truck dealers and branches throughout the country.

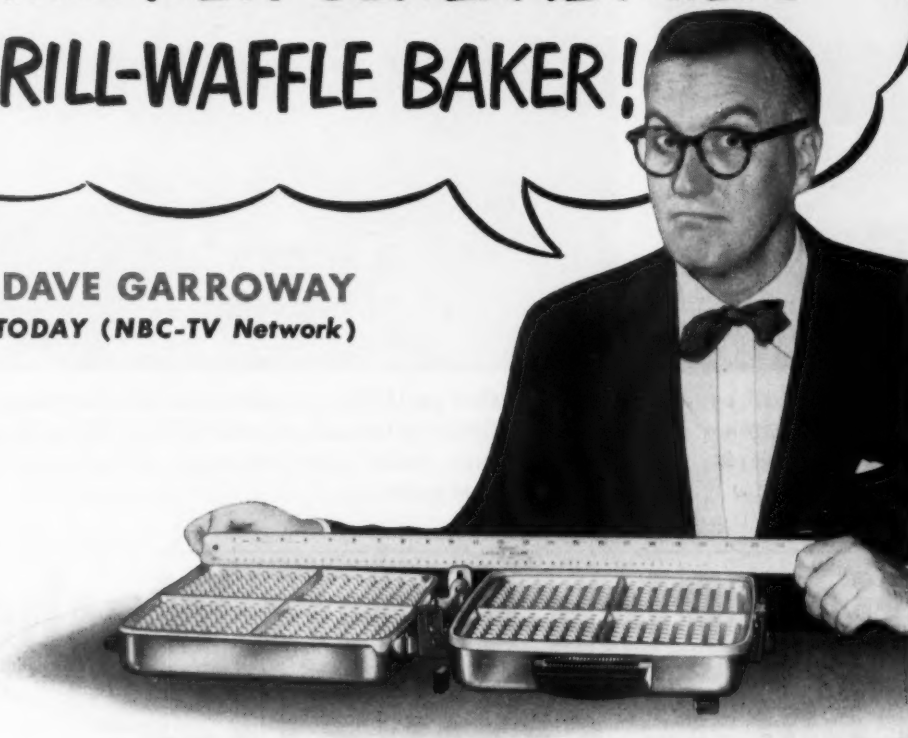
Write Dept. EM for Catalog L-5494A



**TWIN COACH
COMPANY**
KENT, OHIO

IT'S THE GIANT OF THEM ALL, THIS NEW GENERAL MILLS GRILL-WAFFLE BAKER!

SAYS DAVE GARROWAY
Star of TODAY (NBC-TV Network)



WATCH GARROWAY SELL General Mills Appliances for you right through the big Christmas selling season. Every Monday and Tuesday, he'll be working his selling magic on his popular morning television program *Today*. You'll enjoy seeing his famed selling technique.

And in 14 areas not reached by the Garroway show, these popular TV programs are promoting General Mills Appliances:

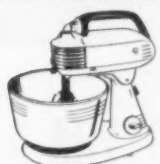
LOCAL TV SHOWS, TOO!

Indianapolis: "Cinderella Weekend" WFMB-TV
San Antonio: "Tommy Reynolds Show" KEYL
Charlotte: "Carolina Cookery" WBTV
Seattle: "King's Kamera" KING-TV
San Diego: "General Store" KFMB-TV
Toledo: "Woman's Window" WSPD-TV
San Francisco: "KPIX Kitchen" KPIX

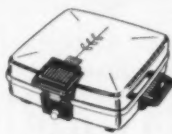
Los Angeles: "California Living" KNXT
Spokane: "Elaine Gray's Kitchen" KHQ-TV
Salt Lake City: "Doin' the Town" KSL-TV
Portland: "What's Cooking" KPTV
Denver: "Ray Perkins" KFEL-TV
Milwaukee: "What's New" WTMJ-TV
Nashville: "Luncheon at the Noel" WSM-TV

MORE NATIONAL MAGAZINE ADVERTISING ABOUT TO BREAK!

Watch for full-color General Mills Appliance advertisements on the back cover of the *SATURDAY EVENING POST*, November 7 and December 5 issues; plus other big ads in *BETTER HOMES & GARDENS*, *SUNSET*, *SUCCESSFUL FARMING*, *PROGRESSIVE FARMER*. It's part of the tremendous campaign that's making the new General Mills line the most talked-about appliances in the country!



All-Purpose
Food Mixer



Grill-Waffle
Baker



Automatic
Fryer-Cooker



Automatic
Coffee Maker



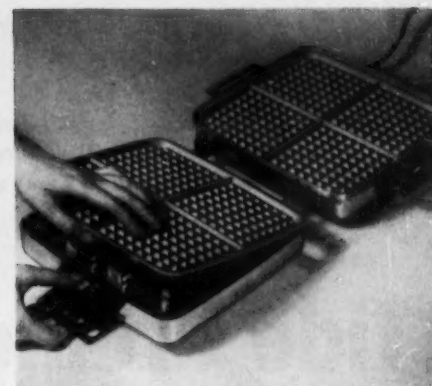
Automatic
Toaster



Tru-Heat Iron and
Steam Ironing Attachment



"BIGGEST WAFFLES YET! Bigger than any other by 13% (a full 11 square inches). Bakes four plate-size servings enough to feed the whole family at once."



"CHANGE GRIDS IN A JIFFY! Just press the exclusive Snap-latch like this to change grids in no time at all; and your customers will go for those heat-resistant legs and cool open handles!"



"LIKE TWO 11-INCH SKILLETS working together, right at the table! Grill opens perfectly flat . . . wonderful for cooking pancakes, bacon and eggs, hamburgers."

**General Mills
Home Appliances**

SPONSORED BY

Betty Crocker



Free display kit, shipped with each Tide order, was used by Sunset Appliance to merchandise their offers. Kit, containing window streamers, posters, counter cards, and newspaper mats, played a major role in attracting new prospects.



Traffic shot up 150% as prospects flocked in to watch a Kelvinator washer demonstration and get a box of Tide. The combination of a brand-new washer, plus a big supply of Tide is too good for customers to ignore.

Tide Promotion Plan Boosts Washer Sales 250% in Seattle Store

Kelvinator dealer ties in with Tide's popularity—ups volume from 8 to 28 washers sold monthly



Mel Herfendal

If a 250% increase in washer sales would look good on *your* books, study these pictures. You'll see how Mel Herfendal, owner of Sunset Appliance in Seattle, Washington, is now doing two- and one-half times more Kelvinator volume a month by using the Tide Plan. The big reason behind his successful continuing promotion? More

women use Tide, in both automatic and wringer washers, than any other washing product on earth.

Taking advantage of Tide's special advertising allowance of \$1.75 per case, Sunset Appliance uses the Tide Plan for a double-barreled offer: (1) a box of Tide given to anyone who comes in for a demonstration; (2) a year's supply of Tide given with each Kelvinator washer purchased. Results? After just the first month of the promotion, store traffic was up 150%—Kelvinator sales up from 8 to 28 washers sold a month. "And we're still going strong with Tide," adds a pleased Mel Herfendal. That's sure proof that there's a sales tip for you in this Tide Plan success story from Seattle.



The initial order for Tide was sent after Kelvinator's representatives, Norine Martin and Paul Beaudoin, described the success of the Tide Plan in other areas to Mel Herfendal (r.), owner of Sunset Appliance.



Demonstrations increased 150%! And maximum results were obtained because Sunset Appliance demonstrated their Kelvinators with Tide. They got top performance—the cleanest, whitest wash possible...with no soap film left in the clothes or washer.



Prospects become customers as Tide clinches another sale. In just one month, Sunset Appliance increased Kelvinator washer sales 250%—up from 8 to 28 washers sold a month. No wonder they go right on using the proven Tide Plan!

THIS IS THE TIDE PLAN... It Worked in Seattle—It Can Work for You!

Here are the terms: As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.00 per case—minimum order 5 cases). And with your Tide, you will also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

1. Use Tide for bonus offers—offer a supply of Tide with the purchase of a washer (minimum offer 1/2 of case per washer sold).

2. Use Tide to build traffic—offer a box of Tide to each prospect who comes in to watch a washer demonstration.

3. Use Tide for demonstrations—get top performance from your washers. Tide gives you the cleanest, whitest wash...leaves no soap film. Laboratory tests prove it!

4. Use Tide for displays—feature the Tide merchandise offers in your advertising and display Tide with your washers.

**Prices subject to change without notice. Shipped C.O.D., freight prepaid.*



Tide

is your best tie-in because...
MORE WOMEN USE TIDE
IN BOTH AUTOMATIC AND
WRINGER WASHERS THAN
ANY OTHER PRODUCT ON EARTH!

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

Box A
Tide Home Laundering Bureau
1429 Enquirer Building
Cincinnati 2, Ohio

Please ship us _____ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name _____

Street Address _____

City _____ State _____

Ordered by _____

(Please check boxes below for promotion material desired.)

☐ Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of _____ washer. Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

☐ 2 cols. x 3" ☐ 2 cols. x 6" ☐ 3 cols. x 5" ☐ 3 cols. x 10"

SELL THE LINE THAT HAS EVERYTHING!

MIMAR DYNAFANS Combine Quality, Flexibility, Power and Smoothness at Prices Customers Go For

Winter...summer...fall...or spring, with the complete Dynafan line you're bound to have more sales, faster turn-over, less inventory and more satisfied customers. That's because there are sensational high-velocity Dynafans to cool...warm...or ventilate any part of a home or business structure from basement to roof.

Put EXTRA profits in this year's sales with Mimar Dynafans and heaters! Here are five popular numbers from the complete line. Study the specifications. Note the amazing values. Then get your order in. Wire or write direct today.



MP 205 TC DeLuxe Fan Forced Heater Thermostatically Controlled

Beautifully designed and smartly finished in three dimensional baked enamel plus chrome trimmings. Thoroughly efficient. New thermostat control permits selection of desired degree of heat... controls output ("on" and "off") without further attention. A must for baby's room and wherever constant warmth is desired. Safety switch automatically turns off fan when tipped over. Height - 13 1/4", depth 6 1/4", width 11". Individually packed weight 11# packed 6 to a shipping carton. List price: \$28.95

MP 202 Standard Fan Forced Heat

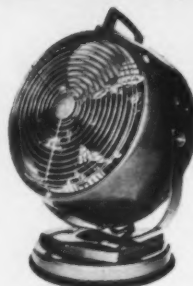
An economy model built to the same general specifications as MP 205 TC but without the thermostat and chrome trimming. Gives unequalled top performance at low cost! Safety switch automatically turns off fan when tipped over. Height - 13", depth 6 1/4", width 11". Individually packed weight 10# packed 6 to a shipping carton. List price: \$18.95

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

MP 300 A DeLuxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. Versatile - cools, heats, ventilates. 17" high, 10" deep, 14 1/2" wide. Up to 1040 cubic feet per minute. Tilttable.

List price: \$31.95



MP 212A Fan-Heater

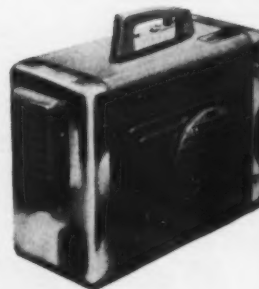
Versatile - cools, heats, ventilates. Perfect for year 'round use. 15 7/16" high, 7" deep, 14 1/4" wide. Ideal for smaller rooms and hard-to-heat-or-cool corners. 350 cubic feet per minute. Fully protected. Tilttable.

List price: \$24.95



MP 25 Mimarvel Hair Dryer

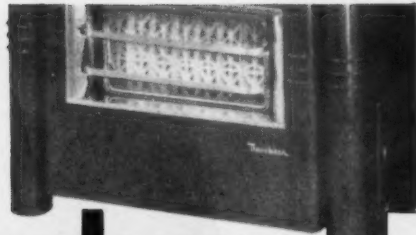
The Mighty Mite on your Sales Sheets! Completely versatile. Heater, Dryer, Cooler. Tilttable, portable. Light and handsome. Length 11", height 9 1/2", width 5 1/2". Individually packed weight 8# packed 6 to a shipping carton. List price: \$19.50



MIMAR

BROOKLYN 5, NEW YORK

Branches: El Monte, Cal.—Chicago, Ill.



Dearborn® AREA HEAT

*means multiple sales and
multiplied profits!*

We don't have to tell *you* about Dearborn gas heaters—you know they're the fastest selling line on the market—leading the heater field in sales year after year.

But we *do* want to tell you about the **MULTIPLE SALES** you'll get when you push Dearborn Area Heat! It's to *your* advantage, in actual dollars in your cash register, to know the full story on Area Heat—to tell your *customers* the full story.

Because every customer you sell on Area Heat is a **MULTIPLE SALES** customer.

You'll sell him from 3 to 6 heaters or more, instead of a single unit. You'll sell him a Dearborn Automatic Control with every heater.

All of which adds up to the greatest sales year in your history—an opportunity to double and triple the profits you ordinarily make, because multiple sales multiply profits!

Dearborn Area Heat is putting the heat on sales, building a fire under profits. Write, wire or call now for more information if you need it—don't miss the biggest sales opportunity ever!



We're putting the heat on Dearborn Area Heat—building a fire under profits for you—with a strong national advertising campaign in the nation's top magazines!

Dearborn STOVE CO.

1700 WEST COMMERCE ST. • DALLAS, TEXAS

REGIONAL SALES OFFICES:

- Merchandise Mart, Dallas, Texas
- 5830 North Pulaski Road, Chicago, Ill.
- 1473 Spring St., N. W., Atlanta, Ga.
- 601 Merchandise Mart, Kansas City, Mo.
- 3625 South Grand Avenue, Los Angeles, Calif.
- Merchandise Mart, San Francisco, Calif.
- 342 W. 12th St., Erie, Penna.

EA

the only

Spiralator®



Supported by a
**POWER
SALES
DRIVE**

SY

Automatic with

THE WASHING ACTION
2,000,000 WOMEN LIKE BEST !

COLOR ADS
in 8 top magazines
spearheaded by
LIFE, POST

BIGGEST
NEWSPAPER PROGRAM
any automatic ever had

most complete
PROMOTIONAL PACKAGE
in the industry

You'll be happier with a



GARRY MOORE GIVES BIG PUSH TO HOOVER IRON

... CBS-TV network

TV show helps boom dealer sales

... new highs, coast to coast



Garry's got it! Women love him... women *believe him*. No wonder Hoover Steam or Dry Iron sales are booming all across the country. Hitting new highs in city after city. Let our Garry Moore Show—CBS-TV network—help you sell Hoover Irons. Ask your Hoover distributor or write Special Products Division, The Hoover Company, North Canton, Ohio... *do it today!*



"I've got it!" Hundreds of new Hoover Iron owners are saying it every day. And *what* they've got is without a doubt the finest steam or dry iron ever made. It's made by the Hoover Company, makers of the famous Hoover Cleaners... *no wonder it sells so easy!*

8 New Value-Packed Christmas-Cheer-Leaders!



Order your **STEWART-WARNER**
RADIOS NOW for Christmas selling

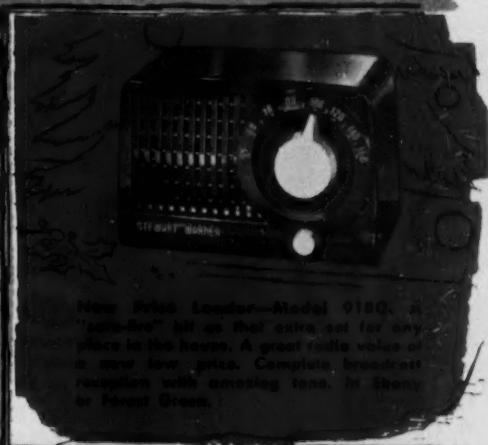
Get set now for your full share of big-volume Christmas radio sales with these brand new Stewart-Warner Radios... smartly styled clock sets... travel-size, travel-weight portables... rich-toned table models in gay new decorator colors... advanced new features that make Stewart-Warner Radios "musts" for every Christmas shopper.



Decorative Clock Radios with "Glowtite" Tuning—Model 9163. Automatically operates small appliances; tells you to sleep... wakes you with music; also available without appliance outlet and automatic shut-off as Model 9164. Choice of four decorator colors.



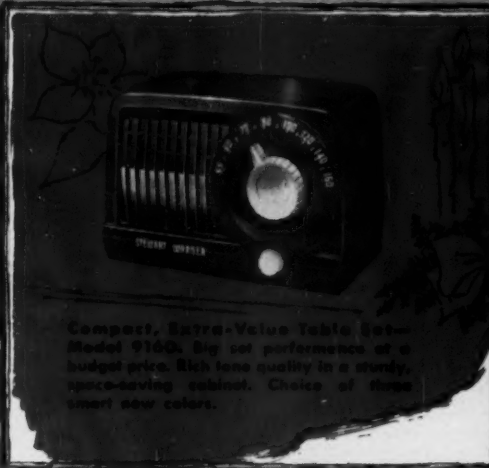
New 2-Band Clock Radios—Model 9167. Full automatic operation with standard broadcast plus Short Wave ASPA band (Aviation, Ships, Police, Amateur). Also available without appliance outlet and automatic shut-off as Model 9168. Selection of five smart colors.



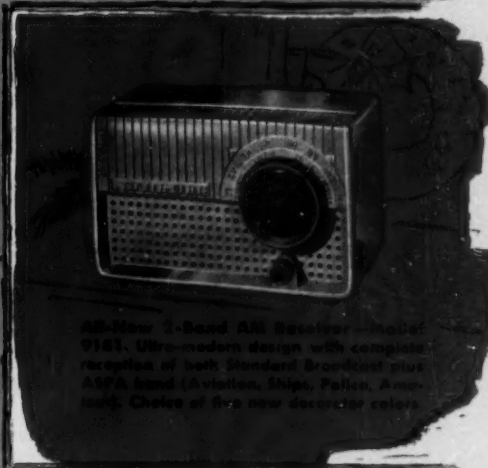
New Price Leader—Model 9180. A "radio-set" all in that extra set for any place in the home. A great radio value at a new low price. Complete broadcast reception with amazing tone. In Ebony or Forest Green.



Powerful New 2-Band Table Radio—Model 9165. Years ahead in styling with new "Sweep-Station" dial for greater tuning ease. True fidelity tone on both Standard Broadcast and ASPA Short Wave bands. Choice of three beautiful color combinations.



Compact, Extra-Value Table Set—Model 9166. Big set performance at a budget price. Rich tone quality in a sturdy, space-saving cabinet. Choice of three smart new colors.



All-New 2-Band All Receiver—Model 9181. Ultra-modern design with complete reception of both Standard Broadcast plus ASPA band (Aviation, Ships, Police, Amateur). Choice of five new decorator colors.

Power-packed "Gadabout" Portable—Model 9170. All the power and performance possible packed into a minimum size. Extra listening hours assured with new long-life batteries. Tone quality unmatched by sets in its price range. Plays on battery, AC or DC. Choice of Forest Green, Dawn Gray or Maroon.

Long-Range "Capri" Portable—Model 9175. Full rich tone with ample volume from an oversize speaker. Extra Long-Life battery pack for a full season's entertainment. Operates on AC, DC, or battery. New "Ferrite-Bar" Antenna. Comes in Forest Green, Cocoa Brown and Ebony.



**STEWART
SW
WARNER**

ORDER EARLY TO ASSURE A COMPLETE SELECTION OF ALL MODELS AND COLORS.

STEWART-WARNER ELECTRIC

Division of Stewart-Warner Corp. • 1300 N. Kostner Avenue, Chicago 51, Illinois • In Canada: Belleville, Ontario

Leading Producers of Electronic Equipment for the Armed Forces



Dormey

The lightweight portable that does a big-mixer job. 5 full-powered speeds. Full-size beaters... fingertip release. Guaranteed. **\$19.95**



Coffee-Well

Perks flavor-perfect coffee every time, automatically, electrically. Brews 4 to 10 cups. Signals when done. Keeps hot till served. Guaranteed. **\$29.95**

Dormeyer



Blender

Hi-speed Hurricane Action does everything in seconds! Blends, liquefies, purees, whips, chops, grinds, shreds, grates or pulverizes. Guaranteed. **\$34.95**



Power-Chef

It's an electric Grinder, Juicer and Mixer... with all attachments included at no extra cost. Built-in power drive... permits change from grinding to juicing or mixing in seconds. Dial selector has 10 recipe-tested speeds. Automatic beater release. Portable mixing head. Guaranteed. **\$46.50**

**For a Sock Full
of Profits
this Christmas!**

Dormeyer's going all out to dazzle the industry this December with the most sensational sales-smashing drive ever attempted. A big 2-page Ad (like this) will break in Dec. 6th Post!



*Tie in...
Cash in...
with*



Broil-Well

Radiant "Infra-Red" broiler-rotisserie. Broils, grills, roasts, barbecues. Automatic self-basting rotisserie. 3 heats. 5 tray levels. Guaranteed. **\$54.95**



Toastmaker

Extra-Wide wells for rolls and muffins, too. Fully automatic. Check-It Lever for different shades of same toasting. Guaranteed. **\$19.95**

Sales Dazzlers



Electric Blankets

Maintains warmth you choose at the touch of a dial. Latest shades and decorative colors. Guaranteed. Dual Control \$49.95. Single Control **\$43.95**



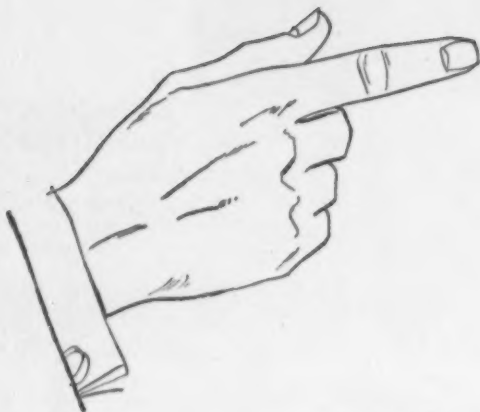
Fri-Well

Golden, delicious deep fries in minutes. Savory soups, stews and casseroles, too. Dormeyer's deluxe Fri-Well is both an automatic deep fryer and electric cooker. Automatic thermostat assures perfect results every time. Drain-Away safety faucet speeds draining, cleaning. Guaranteed. **\$29.95**

DORMEYER

America's
buy-word in better
appliances!

DORMEYER CORPORATION • KINGSBURY AND HURON STREETS • CHICAGO 10, ILLINOIS • In Canada: Fox Agencies Limited, Port Credit, Ontario



Your Best Selling Point in Air Conditioning

Prospects and customers are not usually engineers. The inside workings of electrical equipment are as far from their daily lives as the construction of the atom bomb.

But for their own protection they have learned a clever question which every dealer has heard thousands of times: "Who Makes It?"

The answer can mean a sale with cash on the line, or it can mean precious selling time used up in explanations, conversation and the "We'll think it over" routine.

When you say "RCA" you have answered dozens of questions to the prospect's complete satisfaction.

He knows immediately that the world's finest engineering is represented in the product, that it is modern in every respect, that it will give more than is expected of it in performance—and that service and installation facilities are near at hand.

That's the best reason in the world to sell RCA Air Conditioners. The most important feature to end sales resistance is the built-in reputation of RCA.

Make it your big selling point.

RCA AIR CONDITIONERS

RCA VICTOR DIVISION
RADIO CORPORATION OF AMERICA

IN CANADA, RCA VICTOR COMPANY, LTD., MONTREAL





No other automatic washer can match Speed Queen on all these 5 points

1



Washability

The Speed Queen Automatic uses the fastest method known to wash dirty clothes thoroughly clean; namely, Speed Queen's famous Bowl Tub and Agitator principle. No other washer, regardless of type, can outperform the new Speed Queen Automatic.

2



Flexibility

Whether it is controlling water temperature, washing time, filling tub, rinsing or extracting, the Speed Queen Automatic gives the user *full* flexibility of every operation.

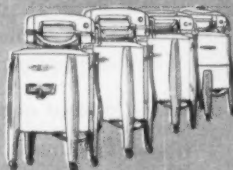
3



Dependability

The Speed Queen Automatic was designed, engineered and built to be the most trouble-free automatic ever offered the public. User results have already proved that this objective has been successfully achieved.

4



Wringer line backing

When you remind yourself that 50% of the washer market is a *wringer* market — and that the Speed Queen Wringer line is today's No. 1 money-maker to *hit* that market it is easy to see the merchandising wisdom of using the *entire* Speed Queen line to sell the *entire* home laundry market.

5

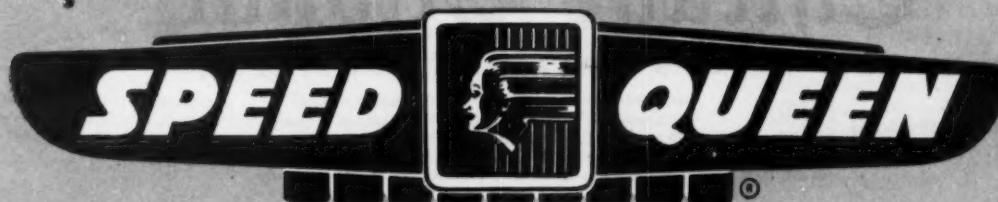
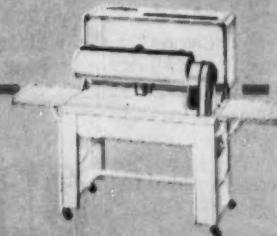
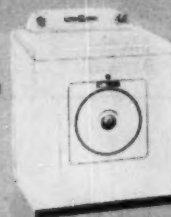


Net profit

There's no satisfaction in moving merchandise if, at the end of the year, there's little to show for your efforts. The only profit that pays off is *net* profit. With that point in mind, we urge that you sit down with your Speed Queen district manager and talk discounts, service costs, promotions, tightening demand, etc. We assure you it will be a profitable interview. Wire or write today.

SPEED QUEEN CORPORATION

RIPON, WIS.



the Royal Family of Home Laundry Equipment

When you want to give your promotion the localized

THE TRIBUNE GETS IN CHICAGO THAN

YOU put Chicago's No. 1 selling force to work for your line when you build your promotion around the Chicago Tribune.

Thru the Tribune, you reach the people who do the bulk of the hardlines buying here. You reach them in the medium they rely on more than any other for buying ideas. And you take advantage of the result-getting power that keeps the Tribune far out in front with hardlines advertisers.

Greater influence with consumers and dealers

No other medium can match the newspaper's universal appeal and stimulating sales personality. No other gets your story across to

your prospects so effectively when they are actually seeking buying information. No other provides the market-wide impact and store traffic that your retailers can see, understand and use.

In Chicago, the newspaper with the greatest selling power is the Chicago Tribune. Hundreds of thousands more families read the Tribune than read other Chicago newspapers. And because readers respond faster and in greater numbers to the buying ideas they get in the Tribune, it ranks first with advertisers year in and year out.

As shown by the chart, manufacturers and distributors of radio and television sets and housing equipment and supplies place far more of their promotion funds in the Tribune than in all other Chicago newspapers combined. Last year, the Tribune led every newspaper in the nation in advertising of housing equipment and supplies.

Plan fits Tribune power to your needs

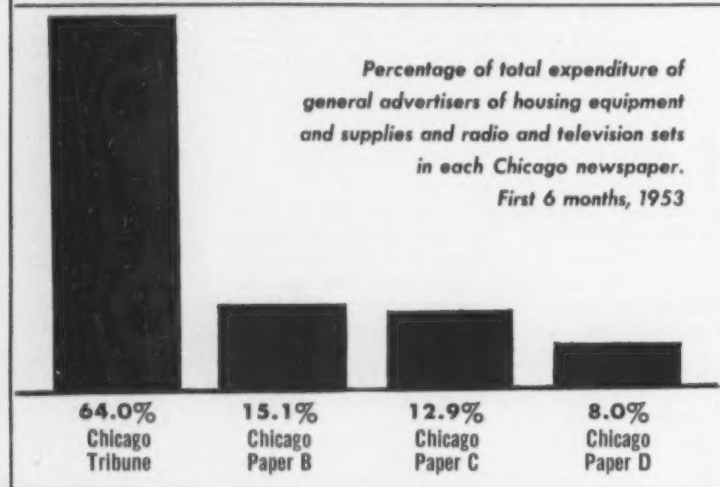
As Chicago's No. 1 selling force, the Tribune is the one medium best able to deliver the sales volume you want in this important market. And you use Tribune selling power to best advantage when you design your Chicago program with the help of a Tribune consumer-franchise plan.

A consumer-franchise plan helps you utilize Tribune selling power in the way best suited to your particular competitive situation. It gives you the benefit of priceless first-hand selling experience in this market. It gets extra dividends in consumer preference and dealer support from every dollar of your Chicago advertising investment.

Many of Chicago's most notable brand advertising successes are based on applications of the Tribune consumer-franchise plan. It can pay off for you in added sales volume and a stronger market position. Ask a Tribune representative to tell you the details. Why not call him today?

CHOICE OF THE INDUSTRY!

Percentage of total expenditure of
general advertisers of housing equipment
and supplies and radio and television sets
in each Chicago newspaper.
First 6 months, 1953



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.
Superior 7-0100	Murray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	MIchigan 0259
MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.				

YOU OWN THE STRONGEST CONSUMER FRANCHISE IN CHICAGO

impact that dealers can see at work and use, remember—

MORE BUYING ACTION ANY OTHER MEDIUM!

4 reasons why you sell more when you use the Tribune



YOU SELL the families who do the bulk of the hard-line buying in Chicago and suburbs.



YOU SELL them when they are ready to buy from the medium they shop most for buying ideas.

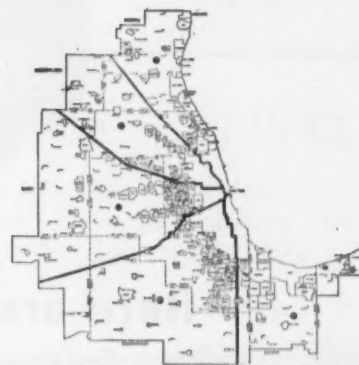


YOU GET stronger distribution because dealers know from experience that advertising in the Tribune gets greatest response from their best prospects.



YOU GET greater dealer support because your advertising builds the consumer brand preference that results in larger volume at lower selling cost.

How Selective Area—one application of the consumer-franchise plan—makes co-operative advertising more effective



ONE way that a consumer-franchise plan can make your Chicago promotion more productive is thru the use of the Tribune's unique Selective Area feature in your co-operative advertising.

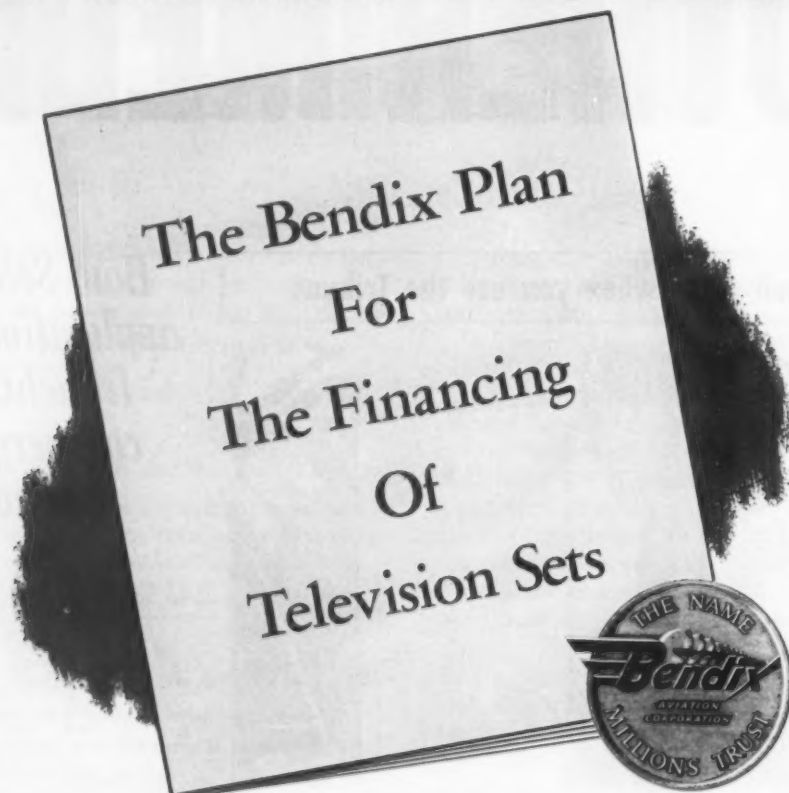
Selective Area gives your participating dealers the full benefit of your advertising in their own neighborhoods for only a few dollars cost. It gives them powerful, localized selling help that gets their enthusiastic support for your line. Selective Area eliminates

long lists of dealer names in co-operative advertising. It enables you to feature a different group of dealers in your ad in each of the five Sunday Tribune neighborhood zones outlined on the map. The program also can be used on Thursdays.

The more than \$2,500,000.00 already invested in Selective Area advertising provides dramatic proof that it gets the results that manufacturers, distributors and dealers want. Perhaps it is the Tribune package best suited for your needs.

... WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!

NEW BENDIX TV FINANCE PLAN TAKES GAMBLE OUT OF SALES FOR THE NEXT TWO YEARS!



**Here are some highlights of what is called
"the fairest, squarest finance plan developed in
the appliance field."**

- The Bendix TV Finance Plan gives dealers complete protection against loss.
- Gives you full sale price immediately.
- Allows you to operate with *all* of your working capital.
- No reserve deposit required from you by banks.
- Bendix guarantees you and the bank against loss by repossession.
- You can accept paper for 24 month payment.
- No *reserve* ... no *recourse*!
- Pick up the phone and call your nearest Bendix TV Distributor! Get all the details today.

**BENDIX* TELEVISION & RADIO
BALTIMORE 4, MARYLAND**

*Reg. U. S. Pat. Off. A DIVISION OF BENDIX AVIATION CORPORATION

TEST your HORSEPOWER sense!

**Can you estimate the H.P.
these products require?**



CHECK
ONE:

☐ 3/4-h.p. ☐ 1/2-h.p. ☐ 1/3-h.p. ☐ 1/4-h.p.

Two right answers here! That's because the majority of home freezers are powered with motors of one-fourth or one-third h.p. Delco is a pioneer manufacturer of hermetic motors for freezers and refrigerators . . . motors famous for dependable service.



CHECK
ONE:

☒ 1/6-h.p. ☒ 1/4-h.p. ☐ 1/3-h.p. ☐ 1/2-h.p.

Right! The one-third h.p. motor is most favored by lawn mower manufacturers. And Delco Motors are favored, too—for their dependability and long life, as well as their ease of application to any product design.



CHECK
ONE:

☐ 1/6-h.p. ☐ 1/4-h.p. ☒ 1/3-h.p. ☐ 1/2-h.p.

That's right—one-third h.p. motors are the popular ones when it comes to powering cellar drainers. Where dependable, trouble-free service counts, Delco Motors are the favorites. Manufacturers know the Delco name gives their products added value.

DELCO

The best running mate
your product can have!



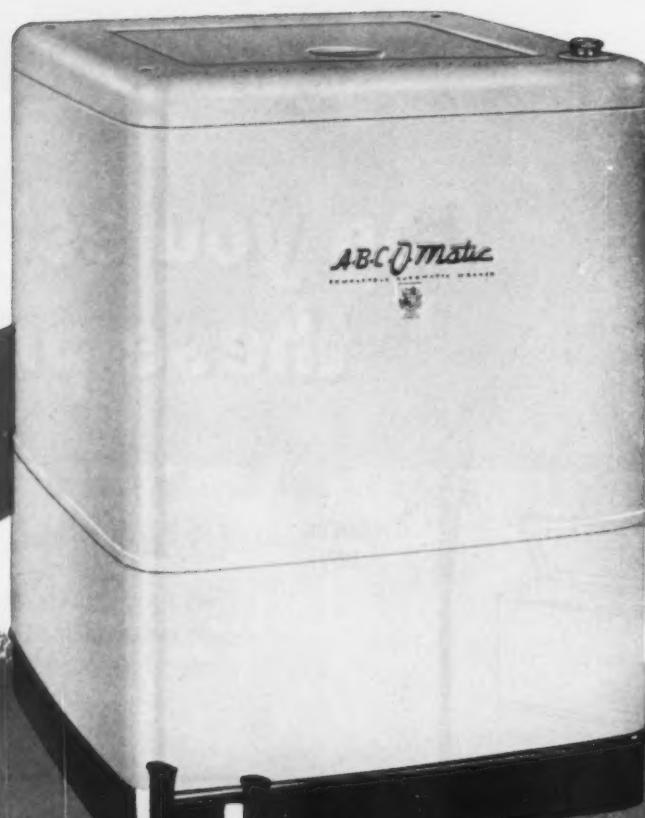
DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

SALES OFFICES: Atlanta • Chicago • Cincinnati • Cleveland • Dallas
Detroit • Hartford • Philadelphia • St. Louis • San Francisco

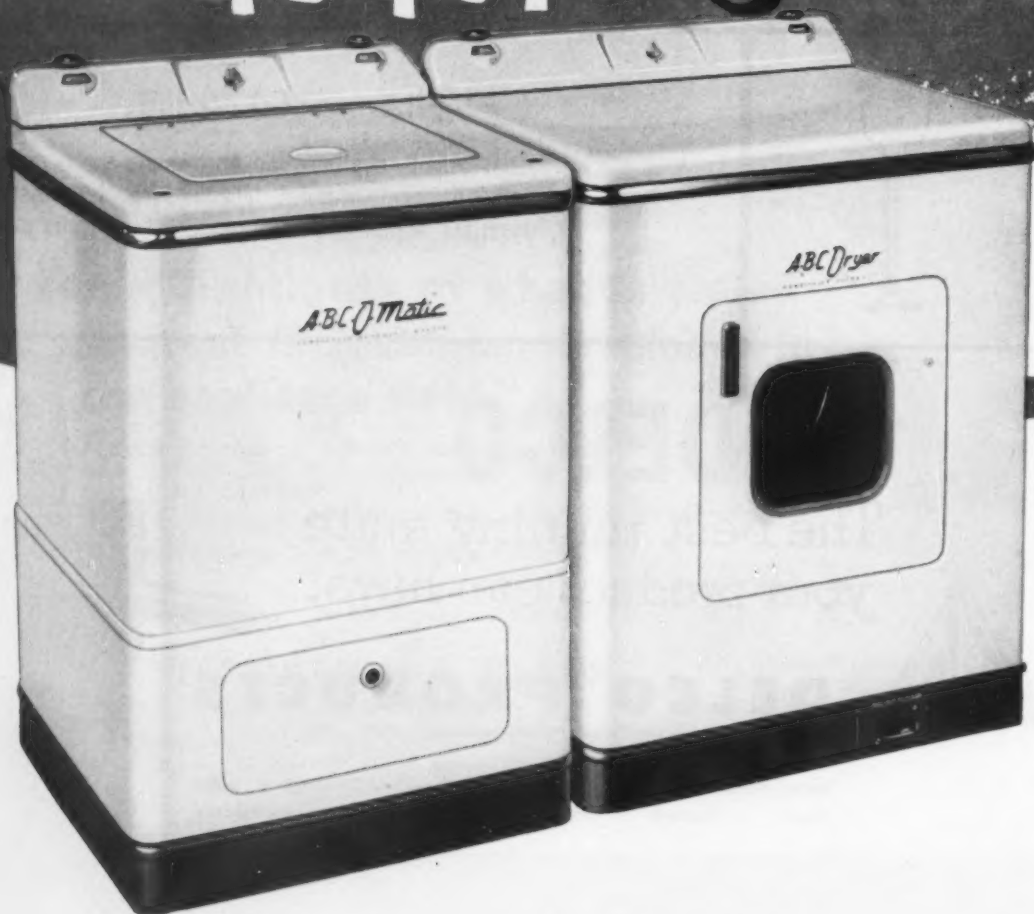


1



Now... double your

2



sell this **NEW** low-priced, full-sized **ABC-O-MATIC "60"**

...a fully automatic washer designed for the BIG thrift market!

Here's great news! ABC-O-MATIC "60" opens up the vast new thrift market for automatic washers. Now, with ABC, you sell automatic laundry equipment that covers the full price range. That means ABC makes it possible for practically every home to enjoy the benefits and conveniences of automatic washing.

What's more, the great, new ABC-O-MATIC "60" is packed with many exclusive, best quality features not found in other automatic washers. Sell ABC's great new Model "60" ... the automatic washer that gives you a chance to make *more* sales, more dollars profit!

featuring

- Full Load Capacity
- Famous ABC "Centric" Agitation
- Exclusive "Shampoo" Washing Action
- ABC 3-Step Rinsing
- Dependable, proved ABC Mechanism
- Uses Less Water
- Washes Full or Partial Loads
- Single Dial Control
- No Bolting Down
- Washes with Soap or Detergents
- Gleaming White, Durable, Chip-Proof Cabinet
- Washes, Rinses, Damp-Dries — All Automatically

selling opportunity!

sell the famous

ABC "matchmates"

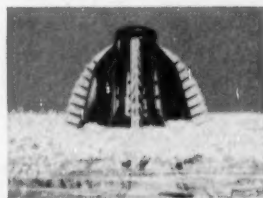
...the deluxe quality automatic washer and dryer now setting all-time ABC sales records

Yes, double your selling opportunity! Sell the complete line of ABC automatic washers ... deluxe or Model "60" ... and the new ABC Dryer. Deluxe quality "Matchmates" are identically styled and packed with exclusive features for matchless performance. Your selling job is easier, sales come faster and are more profitable with ABC "Matchmates."

featuring

- Amazing "Shampoo" Washing Action, "Centric" Agitation and Flush-Away Rinsing on the Deluxe Washer
- Revolutionary "Jet-Aire" Action with Super-Safe, Single Low-Heat Control on the New ABC Dryer

Don't miss a sale! Sell ABC, the complete line of automatic laundry equipment. For complete details, write, wire or phone



Sell "Shampoo" Action — exclusive pulsating-type agitator that gives you the most dramatic demonstration feature in the industry. A sales clincher!



Sell "Jet-Aire" Action — Customers actually see how the new ABC Dryer cores for clothes ... tumbles clothes to fluffy softness. Saves on ironing, too!

ALTORFER BROS. COMPANY
PEORIA, ILLINOIS

Specialists in Building Fine Home Laundry Equipment for 44 Years

A PHILADELPHIA DEALER TELLS WHAT HE THINKS OF THE CALORIC **GAS** DRYER



Vic Hendler

"Vic" Hendler—Home Appliances
6th and Diamond Streets
Philadelphia 22, Pa.

**"For any market, the Caloric Clothes Dryer
and the Caloric Selling Set-up are terrific."**

**And here's what Lou Benson, General Manager at
"Vic" Hendler's has to say about the Caloric dryer:**

"This is the first time I have ever had the urge to write to a manufacturer regarding his product. But I would be amiss were I to fail to give you a report on the swellest dryer I have ever used in my own home. As you know, I have tried them all. The Caloric dryer is everything you claimed and a little more. Don't be so bashful in speaking of a Caloric dryer—what speed and efficiency! Our service manager, Jim Margerum is 'tickled pink' about his. 'I hope you sell a million of them. Thanks again.'"

Lou Benson
General Manager
"Vic" Hendler—Home Appliances

And Here's the Caloric Deal!

- ✓ Buy direct from factory
- ✓ Only one price policy for all dealers
- ✓ Extra-liberal Caloric financed floor plan
- ✓ 52 warehouses throughout the country
- ✓ Extensive national advertising support
- ✓ Hard-hitting merchandising program
- ✓ The famous name Caloric on this great product

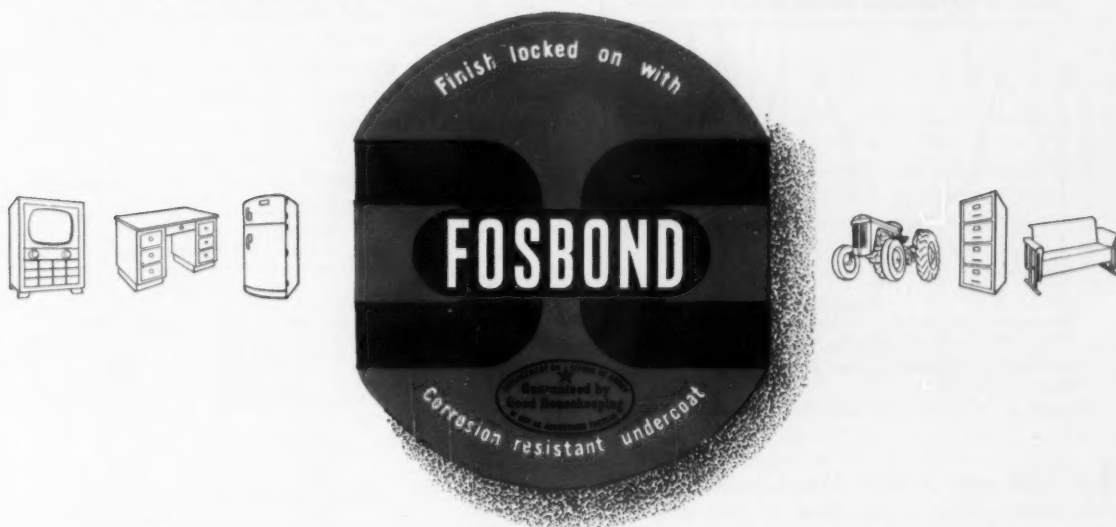
For complete information about the exciting
Caloric gas dryer, write, wire, or phone us today!

Caloric

STOVE CORPORATION, TOPTON, PA.

A great new merchandising symbol!

**FOR YOU THIS EMBLEM MEANS EASIER SELLING
FOR CONSUMERS IT MEANS GREATER VALUE**



THE FOSBOND emblem on a metal product shows that the article has been processed with Pennsalt Fosbond.

This protective undercoating locks finish to metal . . . resists corrosion. You can be assured that the *new* look will last.

When a manufacturer offers you a product bearing this emblem, you can feel confident that he has made every effort to make his product top quality—as proved by his desire to give it a better finish.

In selling such an article, you gain two outstanding sales features: (1)

Fosbond-treated products keep a like-new finish for years, and (2) the Fosbond emblem carries the famous *Good Housekeeping Guaranty Seal*—recognized by consumers as a dependable buying guide.

The Fosbond story is being advertised in *The Saturday Evening Post*, *Good Housekeeping*, and other publications. The colorful Fosbond emblem will soon be seen on thousands of metal products in stores throughout the nation.

Keep it in mind—it can help make your selling job easier!

customer service dept.

PENNSYLVANIA SALT MANUFACTURING COMPANY

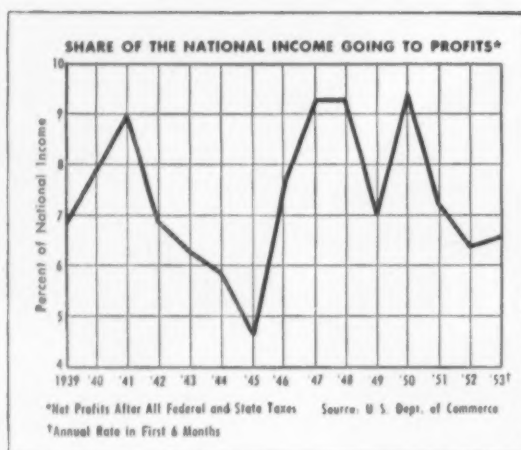
429 Widener Building

Philadelphia 7, Pa.



The first of two articles on profits

PROFITS... How High Are They?



How high are profits? What is being done with them? This is the first of two articles designed solely to throw some factual light on these key economic questions.

One of the important economic developments of 1953 has been a substantial increase in the dollar volume of corporation profits from the level of 1952. But to answer the question "How high are profits?" we must also measure them: 1) by comparison with the record of previous years, and 2) as a share of the total national income. The term "profits," as used here, refers to profits *after taxes*. These are the only profits that can be paid to stockholders or retained for use in the business.

In the first six months of 1953, corporate profits *after taxes* were at an annual rate of

\$20.4 billion. This was higher than in the first half of 1952, but lower than in the full years 1948 or 1950, or in the first half of 1951. If allowance is made for the declining value of the dollar, this year's net profits for all corporations represent less purchasing power than those made five or six years ago.

Here is the record of profits over the years:

	Net Profits After Taxes of All U. S. Corporations	
	Billions of Dollars	
	Actual	In 1953 Prices
1929	8.4	14.6
1939	5.0	9.8
1947	18.5	22.1
1948	20.7	22.7
1949	16.3	18.3
1950	22.7	24.6
1951	20.1	19.7
1952	18.6	18.7
1953*	20.4	20.4

*Annual rate, first six months

The record shows that real profits have a little more than doubled since 1939. This increase, however, does not mean that corporations are doing exceptionally well. The entire national income has doubled since 1939. And our industrial plant is more than twice as large as it was in 1939. Therefore, profits have just about kept pace with industrial growth.

Return on Investment

How high are profits compared with sales, or compared with the stockholders' investment?

What is the rate of return to the people who have invested their savings in corporate business?

The table below shows that for the past three years the rate of return on both sales and investment has been substantially below the return achieved in earlier postwar years. The rate of return on stockholders' investment is higher now than it was in 1939. But this is primarily because today's profits are reported in terms of today's prices, whereas much of the investment in plant facilities is still carried on the books at prewar prices, which are substantially below the cost of replacement. The current rate of return, measured as a percentage of total corporate sales, is below prewar levels.

	Corporate Profits After Taxes	
	Per Cent of Total Sales	Per Cent of Stockholders' Equity *
1929	6.1	NA
1939	4.1	4.0
1947	5.3	
1948	5.3	14.8 } average
1949	4.4	
1950	5.3	
1951	4.1	11.8
1952	3.6	10.3
1953 #	3.7	10.8

* Manufacturing corporations only

NA Not available

Annual rate, first six months

In considering these figures, it should be remembered that they are averages for all corporations. Some companies make more than the average, and many make no profit at all. In every year since 1915 at least 25% of all corporations have operated at a loss. In 1939, 58% of all corporations were losing money. This year the figure will probably be at least 30%. The improvement since 1939 shows a much healthier economy. But it does not indicate that profits are easy to make.

How Big a Share of the Pie?

The most important single fact about profits is that they now represent a *smaller* share of national income than they have in past years of normal prosperity. For the past three

years, profits have taken a smaller share of the pie than in 1939, and considerably smaller than in the early postwar years. Here, as the chart at the beginning shows, is the record:

	Corporate Profits After Taxes as a Percentage of National Income
1929	9.6
1939	6.9
1947	9.3
1948	9.3
1949	7.5
1950	9.4
1951	7.2
1952	6.4
1953*	6.6

* Annual rate, first six months

The main reason for the declining corporate share of national income is, of course, the increasing share taken by the federal government in the form of taxes. The wage earners' share is also higher than in 1939. But the really startling increase is in federal taxes. Taxes on profits now equal almost 8% of the national income, compared to only 2% in 1939.

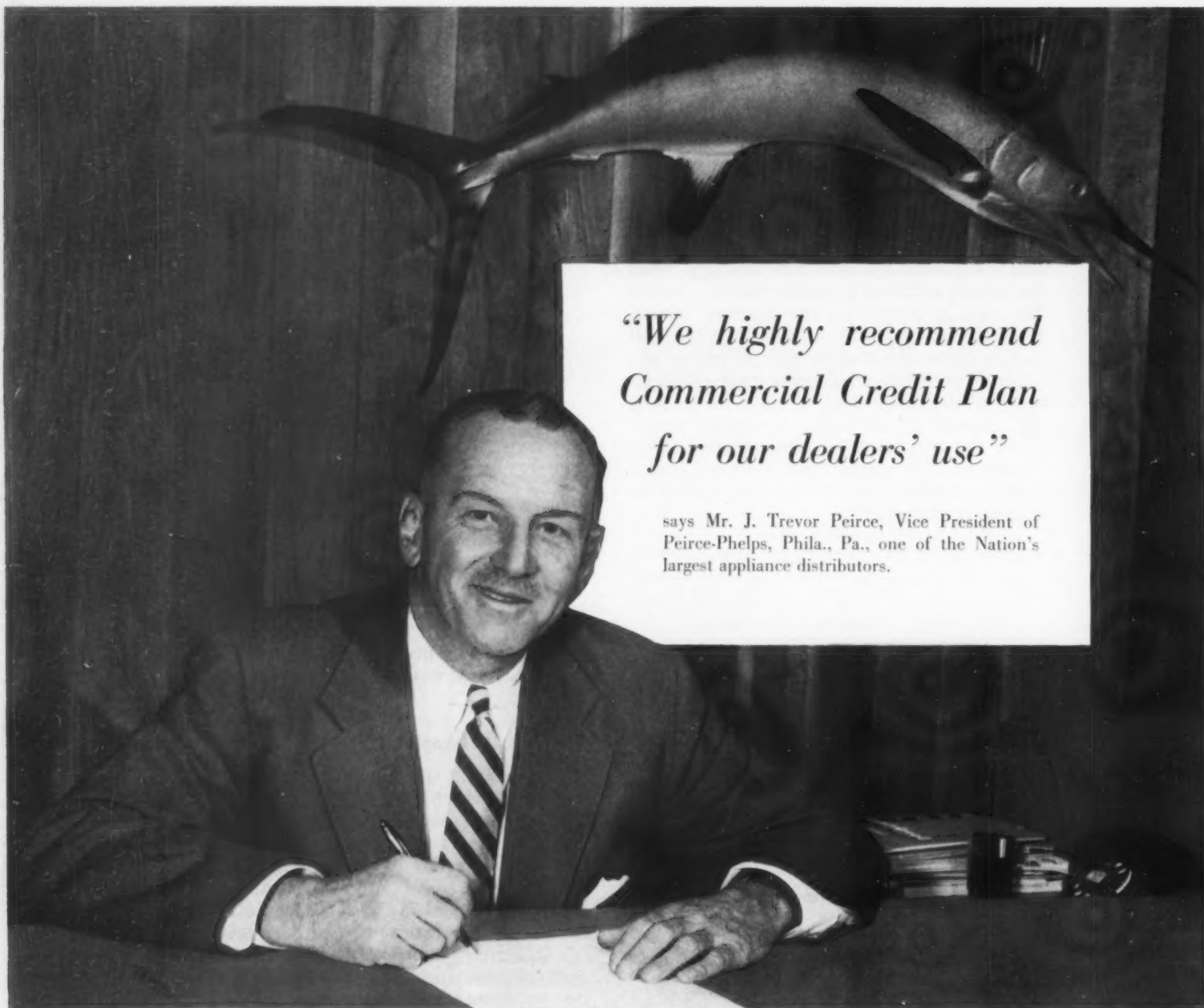
Why This Is Important

It is important that these facts about profits and taxes be widely understood. At its next session, Congress must consider what to do about the emergency taxes on profits enacted after the outbreak of the Korean War. The so-called excess profits tax is scheduled to die on January 1, 1954. In the absence of new legislation, the rate of the corporate income tax will drop from 52% to 47% on April 1. Many factors, including the revenue needs of the government, must enter into the decision whether or not to reduce taxes. But one fact stands out clearly: By comparison either with past years or with the total national income, corporate profits today are relatively low.

* * *

The second article in this series will discuss what corporations do with their profits.

McGraw-Hill Publishing Company, Inc.



*"We highly recommend
Commercial Credit Plan
for our dealers' use"*

says Mr. J. Trevor Peirce, Vice President of
Peirce-Phelps, Phila., Pa., one of the Nation's
largest appliance distributors.

IN the appliance business, consumer financing is an essential requirement for the retailer to properly turn over his capital and do the volume necessary to meet today's competition.

"The COMMERCIAL CREDIT PLAN provides this, along with credit checking facilities that a retailer generally would not be equipped to handle. COMMERCIAL CREDIT's broad, national coverage gives a wide scope of financing assistance to our many dealers throughout Eastern Pennsylvania, Southern Jersey and Delaware."

As is the case with Peirce-Phelps dealers, you benefit many ways by making the COMMERCIAL CREDIT PLAN your Time Payment Plan. Distributors and retailers alike can rely on COMMERCIAL CREDIT's complete wholesale and retail "packages," our "know-how" and resources in excess of one billion dollars to meet all financing needs. For the complete facts, get in touch with your distributor or the COMMERCIAL CREDIT office nearest you. Ask to see a copy of our message, "Buy and Sell with Sound Financing."

***More appliance dealers use Commercial Credit
financing than any other national plan***



**COMMERCIAL
CREDIT
CORPORATION**

A service offered through subsidiaries of
Commercial Credit Company, Baltimore
... Capital and Surplus over \$135,000,000
... offices in principal cities of the United
States and Canada.



Electrical Merchandising

Vol. 85 No. 11

SERVING UP the food they have prepared for themselves and wives, salesmen of the General Appliance Co., San Jose, have gained knowledge and experience in appliance usage that manufacturer's booklets have not as yet provided.

Kitchen Tested Salesmen

An informal dinner prepared in a model kitchen by the staff of General Appliance Co., San Jose, California, is actually a carefully planned training session, typical of the kind of salesman education that today is refuting the criticism that salesmen have had no personal experience with the appliances they sell

By **HOWARD J. EMERSON**

THE criticism that appliance salesmen today know only what they read in the manufacturers' literature about the appliance they sell is getting to be less valid as dealers develop or join in training programs that give the salesmen personal experience in using the appliances—programs that achieve what was accomplished at the "chef school" conducted by dealer, General Appliance Co., San Jose, California in conjunction with Crosley-distributor California Electric Supply Co.

Long popular in electric utility range promotion activities, this "learn by using" technique of training is spreading into the product training plans of dealers, distributors and manufacturers. The result, say those who have tried it, is the development of "kitchen-tested" salesmen—salesmen who have translated into experience the use value of the appliance they sell, who know from personal experience the competitive features of the brands

they carry, and who have at least some knowledge of what their prospects expect the appliance to do for them.

Variations in the "learn by using" method of training salesmen are endless. There are dealers who have their salesmen prepare and cook a dinner one night each week for an invited group of prospects. There are distributors who hold meetings at which the dealers and salesmen prepare dinner using the full line of kitchen appliances under home economist supervision. At General Appliance Co., the "chef school" was an evening meeting at which the entire staff—management, office, salesmen, servicemen and delivery crew—prepared and cooked a complete dinner for themselves and their wives in the store's demonstration kitchen.

While it was conducted in a spirit of informality and good fellowship, nevertheless it was of necessity well organized and conducted to a plan. Working together, Rolph Stoddard of Calif.

Elec. Supply Co. and Larry May, partner in General Appliance Co., planned the evening with little variation from the "chef school" pattern developed by Crosley for use by all its distributors. Three home economists were on hand to plan for and procure the food and utensils. Stoddard, Larry May and store appliance manager Harold Hartley directed arrangement of the display floor so that an area with 50 folding chairs faced the corner demonstration kitchen. Tables to the sides were set up as dining area. When the salesmen and the rest of the General Appliance Co. staff came back to the store in the early evening, everything was ready for a pleasant evening that would prepare them for even bigger volume selling for appliances. How the "chef school" was organized, conducted, and utilized to give the staff of General Appliance personal experience to help them sell is seen in the accompanying photo coverage by ELECTRICAL MERCHANDISING.

MORE →

General Appliance Prepares for a Chef School



1 THE FACULTY is briefed. Rolph Stoddard of California Electric Supply reviews the evening's program with home economists and General Appliance partner Larry May, store manager Harold Hartley and partner Al May.



2 THE FACILITIES are prepared for the Chef School late in the PM while the General Appliance salesmen are winding up their calls and picking up their wives or girl friends for "dinner." CESCO furnishes equipment.



3 UNIFORMS to set the mood for the salesman-students are passed out by Stoddard. Chef's hats and aprons save the salesmen's suits, gimmick the occasion—and definitely indicate which brand is involved in the meeting.

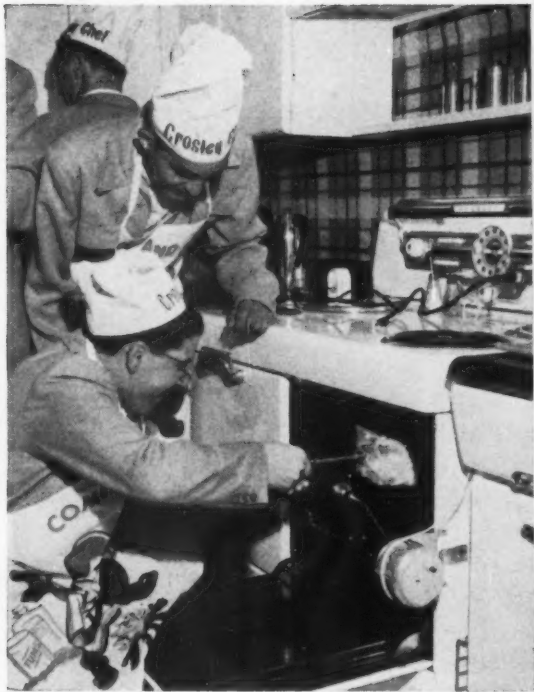


4 THE TEACHERS give out the assignments. Joyce Bonlie tells the students that they will break into teams of three, each will have a specific part of dinner to prepare, each will get a printed outline of procedure with recipes.

5 THE PRINCIPAL describes the curriculum to General Appliance staff, salesmen, servicemen and office personnel. CESCO's Rolph Stoddard tells them purpose is to learn more about the appliances while having fun.



The Salesmen Learn These Selling Points:



RANGE goes into action for many jobs, including a coffeemaker plugged into the timer controlled outlet. As they prepare for a feast, General Appliance salesmen learn selling points by using:

6 A competitive feature, the electric powered spit that is shown here "barbecuing" a large ham.



7 Modern features such as the use of the deep-well for deep fat frying and like top of the range baking.



8 Selling-up features like the double oven which the salesman learns to use while the other oven is busy.



FREEZER was used as much as possible at the "chef school" in order to give all of the store's salesmen the maximum personal experience in all instances:

9 Using frozen food, in this case whipped cream to be used as frosting for the cake which has been baked.



10 Putting food into the freezer, and at the same time learning the left-over story by wrapping some.



11 Special sales points like the use of a dinner size ice cream freezer accessory which is a strong closing point.



REFRIGERATOR took its place as a necessity to the dinner preparations and as another appliance about which the "students" would learn selling points as they experienced them—learning of the refrigerator's value to a prospect for:

12 Keeping quantity purchases, in this case the salad makings from the crisper, in perfect shape.

13 Techniques of using features of newest models, such as adjustable shelves, various other sales points.

14 Competitive points like the Shelvador, and other exclusive high spots in the Crosley refrigerator line.



SINK AREA the complete kitchen theme, was brought into the chef school and its training of the salesmen and staff of General Appliance, giving them experience with:

15 Cabinets in General Appliance's complete kitchen where Stoddard shows use value of wooden top as he carves ham.

16 Garbage disposer unit for what little was left on plates when salesmen and guests had finished dinner.

17 Dishwasher which took over for cleaning up process and demonstration of competitive features at same time.

These Features Made the Chef School More Profitable



- 18** Questionnaire to each "team" on the selling points they had experienced during dinner preparation helped to re-emphasize to salesmen what they had learned, gave distributor basis for offering prize, upping competitive spirit.

- 19** Informal questioning about sales features of the appliances come naturally as salesmen of General Appliance used the equipment. During dinner and after, distributor salesman Stoddard and economists Evans and Bonlie handled the answers. ➔



- 20** Formal question period closed the meeting, served to summarize what had been learned, gave distributor salesman chance to bring up other brand features and sales points, turned thoughts to the next day's selling. ➔

END

Pearlman's of North Carolina



\$50 WORTH OF FOOD, plus a card authorizing discounts at a food store, is given away to every purchaser of a home freezer at Pearlman's. Tie up with food store is mutually satisfactory.



WIRING ALLOWANCE up to \$30, is the Pearlman inducement for all of firm's water heater prospects.

SOMETHING EXTRA With



NO FANCY PROMOTIONS are needed by the owners of Pearlman's, B. Pearlman (center), the president, and sons Fred (left) and David, to stimulate sales. Some 5,000 inches of newspaper advertising, a few radio spots and billboards, an annual cooking school, and, most important, their policy of offering something extra with every sale keeps volume at the \$200,000 level.

Customers of Pearlman's Super Furniture in Asheville, N. C., get \$50 of food with every freezer, aluminum-ware with a range, an ironing board with a washer—something, in fact, with any purchase, an arrangement that eliminates discounts, keeps customers happy

MERCHANDISING at Pearlman's Super Furniture Store in Asheville, N. C., is strictly promotional in character. Almost every major appliance which the company sells is offered with an "extra something" as an inducement to the buying public to "get it at Pearlman's."

And this inducement pays off very well, according to Fred Pearlman, vice-president of the firm. The annual appliance sales volume of the company runs well over \$200,000 in a trade area of approximately 60,000 population.

"Our selling program has never been spectacular," declares Pearlman, "but rather, through steady and consistent promotions, we have been able to get more than our share of business in the western North Carolina area. This is because the customer always finds that there is that 'extra something' with almost every purchase he makes in our store."

Take home freezers, for example. Pearlman's runs a set ad of 60 inches every week on the Deepfreeze freezer. The customer is offered with each purchase of a freezer, \$50 worth of food or meat free and a card which entitles him to buy additional food from a local store at a discount, for an indefinite time. This tie-up with the local food store has proved mutually satisfactory, declares Pearlman, and it has enabled his firm to meet frozen food plan competition and to move a sizeable volume of freezers.

Free Gifts With Washers

"Another example of utilizing the extra 'something' is in our sale of wringer washers," the Asheville dealer says. "We sell approximately 500 wringer washers a year through the simple device of adding a free ironing board and a year's supply of washing powder to every machine purchased."

These ironing boards are bought

Offers Something Extra



REFRIGERATOR BUYERS are offered a \$50 trade-in allowance on old box—no matter how old or in what condition.



20 PIECE SET of aluminum cooking utensils goes with every range purchase. Offer is plugged heavily during company's annual cooking school, held in conjunction with Carolina Power and Light Co.

Every Sale

By

A. B. WINDHAM

in special lots at a nominal cost and the washing powder manufacturer, of course, participates in the tie-in also. When ironing boards are not available, Pearlman's substitutes a clothes hamper. But whatever extra is offered, the promotion is continuous and is credited with holding up the steady sale of wringer washers.

Electric range sales are good at Pearlman's and this appliance also carries its free extras. The gimmick here is a 20-piece set of aluminum cooking utensils which goes with every range sold. Once a year, the company stages a cooking school with the assistance of the Carolina Power & Light Co., which provides a trained home economist to conduct the school.

"Cooking schools are still among the best of all promotions," declares Pearlman. "We have our own model kitchen here in the store with all appliances connected up and ready for use. We can seat from 50 to 100

women in the model kitchen space. We give away the usual free small appliance prizes and the food which is cooked during the demonstration is eaten by those in attendance."

The free gift of aluminum ware with each electric range sold is plugged

during the cooking school as well as in newspaper and radio advertising. Names of registrants are followed up by telephone and personal calls by the salesmen.

The "extra" on refrigerators is not in the form of a gift, Pearlman says,

but rather in a standing offer of \$50 trade-in allowance on every box sold, regardless of the condition of the replaced refrigerator.

"Refrigerator trade-ins are not too profitable with us," says Pearlman, (Continued on page 94)



FREE IRONING BOARD or clothes hamper is given to every wringer washer buyer. The lady will also get a year's supply of washing powder. Washing powder manufacturer participates and benefits from tie-in also.



ALMOST every morning there's a line of see-it-for-yourself TV service customers in front of Foster TV . . .



WHO BRING in their sets and doubtful tubes with the understanding that they may watch the repairman and pay only for actual time worked and the cost of any replacement parts that the set may require.

Pay-as-You-See TV Repair

The 100 customers a week who bring their TV sets to Norman Foster, Chicago, for service can watch every move a technician makes and even clock the time spent—a policy which has the happy result of more customers

MANY customers think of television repair as a behind the scenes operation, screened off by secrecy and technical jargon. And they sometimes feel that the only cutting not included in such an operation is in the size of the bill.

At Norman Foster's in Chicago, however, the situation has been reversed. A customer may bring his set in, watch a technician tear it down, diagnose the trouble and make the repair. He may examine any replacement parts and clock the time. Payment is based on five minute intervals of the technician's time, plus cost of new parts.

Traffic is heaviest on Saturdays and Sundays when about thirty sets are repaired each day. Visits during the week average about 100. The repair job may be involved or simple, the majority taking less than a half hour. About one in nine jobs turns out to be complicated and too long for spot repair. This condition is explained to the customer who makes the decision as to whether or not the set will remain for further repairs.

If it does remain, the set is moved to the back of the shop where a repair man works in a private, sound proof booth. The booths have only recently been installed, replacing an open bench along the wall. Previously, technicians had difficulty when, for example, the sound from one set coincided with the picture of another

where the sound was weak or not at all audible.

When it's impractical for a customer to bring the set in, Foster's makes house calls. Here, a flat charge covers all labor necessary to make any repair possible in the home except cleaning a screen, for which an extra dollar is charged. An average of 600 house calls are made weekly by Foster's driver technicians.

Whether the set is repaired in the shop or in the home, the same operating policy remains in effect—that service and service alone will be rendered. Foster's technicians are paid by the hour for their labor and receive no commissions on new parts installed or bonuses for supplying possible leads for the sale of new sets. All uniforms and equipment are furnished by the firm as another indication that the technician's salary directly reflects his labor.

Personal Policy

This policy is a very personal one with Norman Foster and one which has helped make his business the success that it is. It doesn't eliminate all of the headaches connected with selling and servicing television today but it gives him a firm anchorage on which to ride out any tide of criticism.

There are, according to Foster, two elements in the television business which make it difficult. One is the

fact that a television set itself is still a very complicated instrument. The other is that there is, and always will be, some very complicated people around. There is no guarantee that a set repaired today will not fail in some other respect tomorrow. And there's no way in the world to satisfy a certain type of person.

The most effective method of combating set failure is the employment of good technicians and the use of genuine replacement parts. Foster's guarantees every part it replaces for ninety days and makes no charge for labor to replace it. As for the complicated people, Foster says that such persons generally have the same sort of trouble with the plumber, the auto mechanic and the dentist.

Foster's policy is not only outspoken, he puts it into writing in his advertising. In the January 1953 issue of *TV Forecast*, a magazine circulating in the Chicago area, he told of his qualified background, explained his operating procedures and admitted quite frankly that he could not satisfy everyone. This advertisement was later reproduced in another magazine and sponsored by an electronics manufacturer.

Not all of his advertising is quite as emphatic, but it reflects the same policy. When an ad is run about sales rather than service, quality is stressed more than entertainment or enjoyment. Foster's also advertises in local

newspapers as well as through direct mail service.

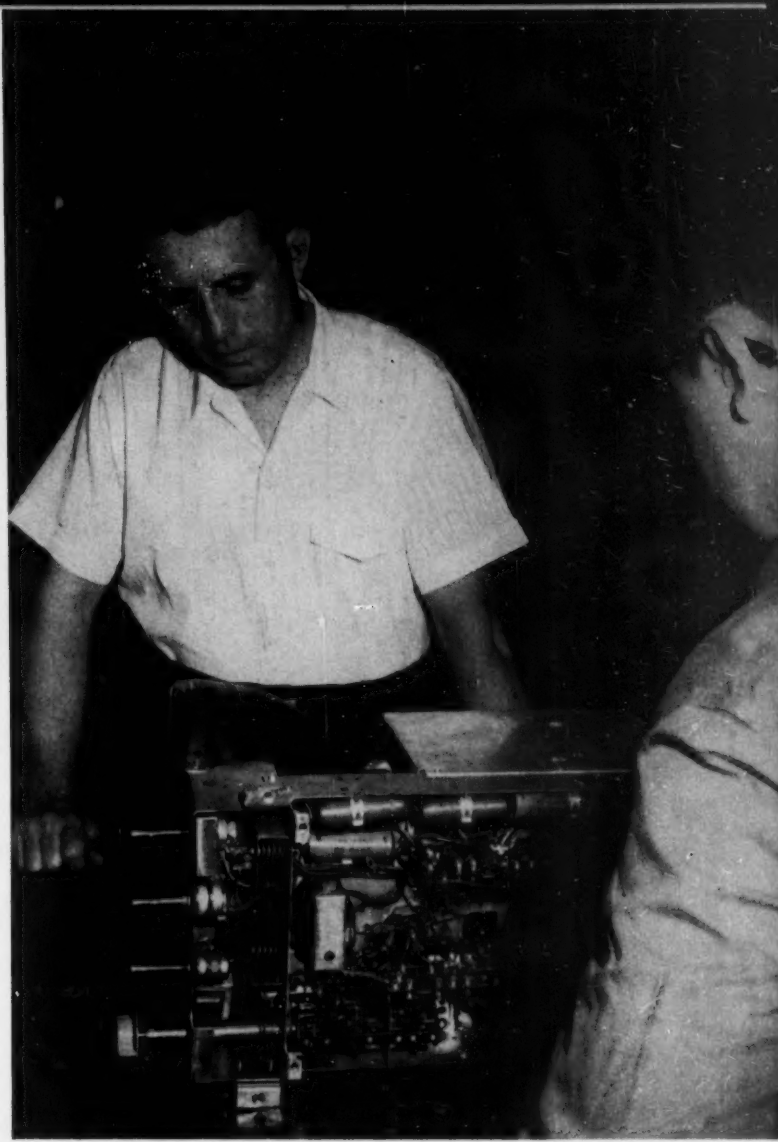
Source of addresses for Foster's mailing is a card file of some 15,000, made up by recording customer service. For each call or job, a work order is made up which stays with the job until completion. The repairman then turns the slip into the office for recording. Cards are destroyed fourteen months after the date of the last entry. These cards are also convenient for determining the expiration of the 90 day guarantee on replacement parts.

To find out how people were getting the word, 1200 phone callers were asked how they had come to choose Foster's. Fifty-one percent said through friends, thirteen percent through *TV Forecast*, three percent each from the phone book and newspaper ads and the remainder of the calls were from old customers.

Television sales and servicing obviously has a long way to go before it has settled to anything like standard practices. Not all of the cards have been dealt. Demand alone for both service and sets keeps alive many claims and counter claims. Perhaps Foster's has the solution. Perhaps it's just as well to lay all your cards on the table and account to anyone interested in your every play. Norman Foster believes this is the best way and last year did a quarter of a million dollars worth of business to prove it. *End*



ON MANY occasions customers are happily surprised to learn that their set trouble is so minor that it can be corrected for as little as twenty five cents.



OTHER TIMES they get the bad news that repairs will be expensive and that it would probably be cheaper for them to buy a brand new set.



NO PRESSURE is applied to sell sets and no salesmen are on the floor, but if a customer is interested Norman Foster will explain and quote prices.



ON HOME CALLS servicemen, like those in the shop, charge only for service rendered. Most repairs are completed in the home, but if they can't be and . . .



THE SET must go to the shop, it is worked on by technicians who benefit from conditions provided by distraction-free, sound-proof booths.



DEMONSTRATION is key to home trial of dishwasher for G&G Appliances in New Haven. Salesman, sleeves rolled up and apron around waist, actually washes dishes in the unit for housewife prospect before letting her start a period of a full week's free trial.

One Dishwasher a Week

Dishwashers lead a roving life at G. & G. Appliances, New Haven, going from house to house on a full week's free trial—and leaving an impressive trail of new sales in their wake

By N. BLEECKER GREEN

LET a woman use a dishwasher in every day practice in the home and she'll never want to be without one."

This is the merchandising belief of appliance dealer Sydney Goldstein of G&G Appliances, New Haven, Conn. Goldstein believes that the home use of this potentially great appliance is the real way to move dishwashers out of the showroom and into the customer's home. Once the dishwasher is in use by the housewife, you can count that it will be sold. But get-

ting it there is the tough nut to crack.

Key to Goldstein's ability to move them (he claims to average about one dishwasher a week or fifty units a year) is a five-way approach. "You can't rely on any one method to do the job," says Goldstein, "you have to use them all."

Advertising and promotion are channelled through all available outlets, using newspapers, radio, telephone canvass, direct mail and credit-follow up. A three times a week appliance schedule in the local news-

paper stresses dishwasher plugs in the Sunday building and real estate section, a slant that Goldstein has found effective. Classified ads are now being used for rentals, with the angle of creating home acceptance of the dishwasher. There is no letup, for all these avenues lead to the trial set-up of a dishwasher.

Basically, the one-week trial is the key which draws the nod for a sale, with portables and rollaways being used. At the end of the week's time, the convenience of use and the dread

of going back to the conventional methods of washing dishes usually wins out.

Total appliance volume of the New Haven store ran around \$800,000 for last year, according to Goldstein, with seven salesmen doing both floor and outside selling. They plug the convenience of dishwashers, giving the factual story on how they can do a better job. And they know what they are talking about, for each has a dishwasher in his own home.

Husbands also get the pitch from



LEADS often come from G-E credit cards, which dealer Sydney Goldstein gives to salesman Ted Urlton. Goldstein uses all angles, says that no one approach will do the job. Salesmen work both inside and outside.



PHONE CANVASS from floor is used during slack minutes. Salesman Urlton gets spark of interest from dishwasher prospect, then checks for financial, appliance and background information in files.



HOUSE CALL is timed by cagey Urlton to catch housewife washing dishes. No chance happening, he planned to create good sales atmosphere. Armed with sales literature, he explains models and procedures.



WEEK'S TRIAL is crucial time which makes or breaks sale. Husband and wife talk it over during evenings, get used to convenience of machine. Wife is instructed to let husband run dishwasher.



FINANCING is signed on evening callback at end of week. Credit has already been established, as shown by G-E credit cards which developed leads. Urlton gets sale and dishwasher model is chosen without even going to store.



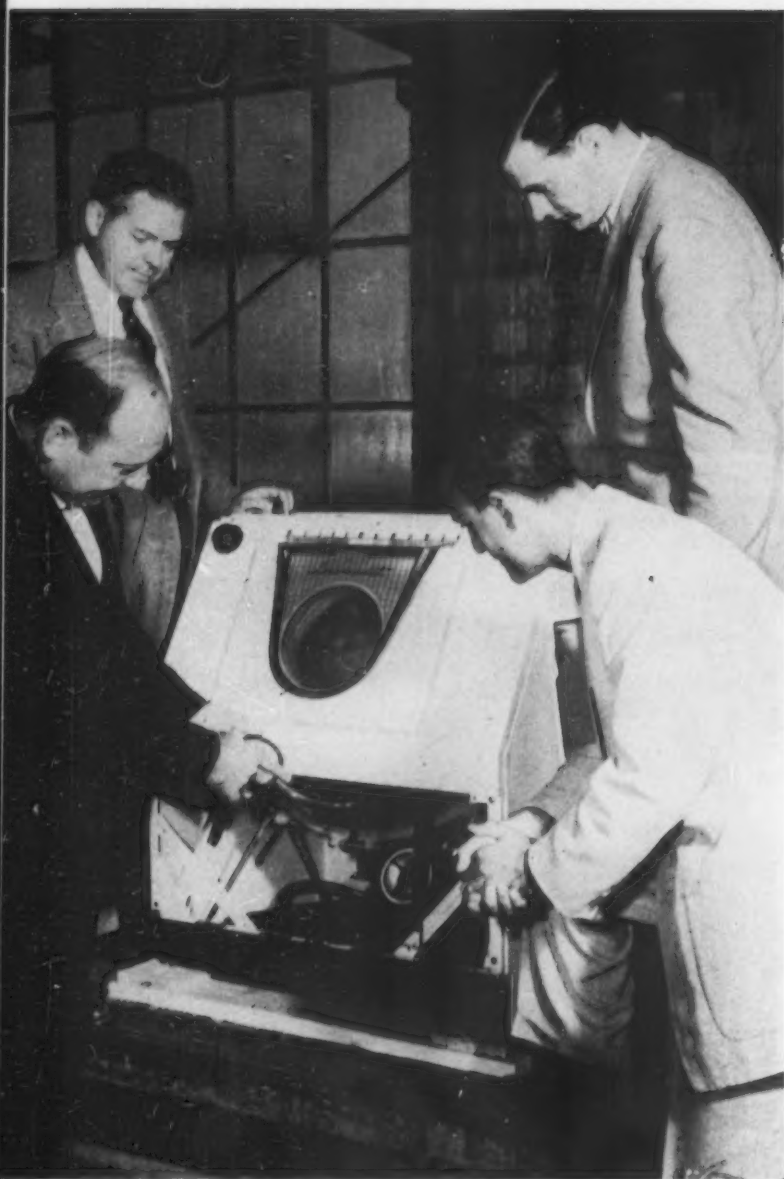
INSTALLATION completed by combination carpenter-plumber, husband watches wife putting away sparkling dishes before opening evening newspaper . . . no longer has to dry dishes. Housewife is thoroughly instructed in operation.

G&G, for they play a large part in the decision from the opening trial to the closing of finances. G&G has found that most husbands help with the dishes at home and that the purchase of this useful appliance is of vital importance to the man of the house. The one-week trial, when the husband finds the dishes done and dried before he even opens the evening newspaper, coupled with his mechanical interest, plays a large part in concluding a successful sale.

Installation presents no special prob-

lem to the New Haven dealer. If it is a simple job requiring only the re-vamping of cabinet space and plumbing-in, G&G gets one of their men to handle the job. But if the more extensive remodeling type comes up, they bring in a contractor-specialist.

Although credit payments may be made direct to the G-E Credit Corp., the store does handle payments for those who wish to do so. Goldstein even encourages it. "We feel that the extra work is worth it, considering the store traffic it builds," he says. End



PRODUCT KNOWLEDGE is instilled in Glynn & Boker salesmen by weekly trips to manufacturing plants like one above to Westinghouse where J. J. Anderson, laundry equipment manager, explains governing of water level in Laundromat.



TRANSLATED into a sales talk, the thorough product knowledge of both Glynn (above) and his salesmen impresses washer prospects. They find it difficult to raise a question that the salesman can't answer.

Product knowledge, developed by weekly trips to manufacturing plants and attendance at all distributor meetings, is the reason behind Glynn & Boker's volume of over 350 washers a year

They Know MORE About Washers

By Frank A. Muth

THE key to success, in selling laundry equipment, or any appliance, is knowing everything about the product so you can sell all its features to the prospect," says Tom Glynn of Glynn & Boker, 4911 Clark St., Cleveland. "You can't sell the prospect if you are uncertain in describing the product."

Factory Schooling

Glynn believes so strongly in knowing the product thoroughly that each Wednesday, when the store is closed,

he takes his entire sales force to some nearby appliance factory where they can see the manufacturing process.

In addition, Glynn makes at least one trip a year to Mansfield, Ohio, so every member of the store can see how Westinghouse appliances are made. He believes that much is learned about the construction, assembly, and operation of appliances at a manufacturing plant that can't be learned elsewhere. These trips are, actually, effective visual aids to salesman education, so Glynn makes it a rule

that all appliances handled by the store must be observed in manufacture.

To keep the journey within the limits of reasonable cost all visits must be within one day's travel from Cleveland.

"When attending a manufacturer's annual meeting introducing new lines, you probably pick up one important point. And just one point makes the meeting worthwhile," Glynn states. "But we want our men to learn more than that because our main gimmick

is thoroughly educating the customer. This is responsible for our large volume. Thoroughly educated customers help us sell their friends and relatives.

"The days of the full-scale demo in the store are past," Glynn adds. "You can sell more units by making home visits. Most of our sales are made by following up leads furnished by customers. We do this each afternoon. By the time our salesman leaves, he usually has a down payment or a deposit. Then he asks the customer to come to the store, not for a demon-



OUTSIDE CALLS, made by appointment on referrals by old customers, are Glynn's main sales maker. Salesmen make calls in the afternoon, impress prospects with their product knowledge, invite prospects to store.

stration, but to see the other merchandise. I want them to know about everything we handle."

Multiple Sales

Glynn never makes a "cold turkey" call. He makes an appointment with each prospect by phone, stating he's heard she is interested in a washer. If she isn't in the market for one, he asks that she allow him to come out to talk to her. He can close a sale for something in almost every home. After he closes a sale for one appliance, he starts right in on another one and ends up with additional sales.

"If she doesn't own an automatic washer, she is a prospect," Glynn says. "We believe that everyone can and will buy an automatic washer. In fact, I have only one conventional washer in the store. And that might surprise you because we are located in a section of town where you'd expect people to own conventional washers."

Easy to Sell

"I'll give you an example of how easy it is to sell an automatic washer," Glynn says. "My wife used to bring her laundry to the store every Friday night. It wasn't a set-up washing, but a real family washing. My wife would put the clothes in, and never say a word. If anyone asked a question, she would answer it, but the purpose was simply to show a real family washing being done by an average person—no super demonstrator or salesman. I'd offer a pitch whenever possible. We did that for about three years and we sold about two units every evening to the 12 or 15 people who would be in the store. Word got around and people came to the store just to see the washing being done."

"When we make a home call we can talk for hours because we try to sell other appliances," Glynn continues. "We can tell them about the appliance and go on and on, but we like to have them come to the store so we can show them some of the features."

No Prizes for Leads

Despite the fact that Glynn obtains the majority of his leads from past customers, he never gives gifts or money for leads. "The customer today is a real smart person," Glynn states.

"If I give them something, they'll think that I had to give the person who recommended them a gift. If a person bought \$2,000 in appliances, I wouldn't give him a gift. I think people respect us more this way."

"I know they will have more confidence in us when we talk about our product if we don't have any hesitations in our discussion. We give a better sales talk on laundry equipment because we have seen it made. Many of our customers are pretty sharp these days and have heard a lot about agitators, etc., but have not had a clear story on them. In fact, many prospects just haven't had a real salesman work on them."

Must Ask for Order

"For instance, we talked to a soldier and his wife a short time ago," Glynn adds. "He seemed ready to buy so, as usual, I asked him when he wanted it delivered. I knew I could deliver it today, but I couldn't install it until the next day. He paid in cash, and when the sale was over, I asked just for the record why he hadn't bought elsewhere when it was apparent he had been to another dealer."



NO WET DEMOS are made at Glynn & Boker, but with the actual appliance at hand, Glynn and his experienced men can so completely describe features and operation that a sale is almost a foregone conclusion.

"We don't sell anything at a discount, and this fellow wasn't looking for a discount," Glynn continues, "but I couldn't figure out why we sold him when the other dealer didn't. The soldier replied that the other dealer hadn't asked for the order. 'Nobody seemed to care about sending it out,' he said. 'I heard all about the product, but wasn't asked for the order, or when it could be delivered.'"

Ask Before They Tell You

"I always ask for the order now before they say they have made up their minds to take it," Glynn adds. "If I ask for the order, they don't have much chance to back out of the sale. And while you are writing up that order, you can talk up another appliance."

Glynn usually sells only one laundry unit at a time—most often the washer first. But, before the year is out, he makes another pitch for the dryer, by saying it is the last chance to get a matching dryer for the Westinghouse washer. If the prospect waits another year, they won't be twins. About 75 percent of laundry prospects are turned into sales, but only about 10 percent of calls result in a sale of both dryer and washer at the same time.

"I believe so vehemently that sales personnel should know the product that distributor meetings (despite their two or three-hour length) are obligatory for all sales personnel," Glynn points out. "I know there will be at least one sentence that will be important, and hearing that one sentence is worth the trip for the salesman. It is like going to the factories on Wednesday—each trip will show them one thing, and that one thing makes the trip worthwhile."

Glynn and Boker Company prospects usually have a trade-in, but they don't want to do a trade-in business. The firm believes, as a rule, that the trade-in is on its last legs (about 90 percent of the time), and they don't want any prospect to feel they stock much used merchandise. If they do sell a floor sample, it is sold with that understanding. But trade-ins, to their belief, are not profitable. They urge the prospect to sell her old washer to some friend, because it costs them about \$10 to pull it out and it often has to be junked. Instead of reselling it themselves, Glynn and Boker pass it on to a dealer who handles trade-ins.

Make Calls in Afternoon

Tom Glynn usually is out every afternoon making calls on the leads furnished by other friends. "The best time to call is in the afternoon or early evening," Glynn points out. "Some salesmen will call in the morning, but we've found that a woman will appreciate it if you call in the afternoon. That gives her a chance to straighten up her home in the morning."

Despite the fact they sell everything in the appliance line, including home furnishings, they have a very commendable laundry equipment volume. From mid-July to mid-August, they sold over 60 units. In a year's time, they usually sell from 350 to 400 units.

"We really don't do anything that other dealers don't try to do," Glynn says. "We just believe it is our job to tell as sincerely as possible the facts. We don't say anything just because it is a good sales point. We know our product well, and sell because of it." *End*

He Sells Television "For Keeps"

Sam Spiller of the Economy Department Store, LeRoy, N. Y., has just two simple rules for keeping customers so satisfied that sales average 40 units a month: sell the set thoroughly and provide the best possible service



ONE LINE and one line only helps dealer Spiller avoid confusing the prospective customer, enables him to build and maintain a complete stock of repair parts for his servicing needs.

OPERATING in a small town is a pretty easy job," says Sam Spiller, President of the Economy Department Store and manager of its appliance department, LeRoy, New York. "That is, if you give the customer what he wants—satisfaction."

"The best way to please a TV customer," says Spiller, "is sell the set thoroughly before taking it to the house, and then provide the best service you can."

"It is pretty simple, but many dealers don't do it. Here in LeRoy we've had a lot of trouble with price competition, from dealers here as well as in Rochester, N. Y. (30 miles away). And our competitors come and go. Most of them just gave the set away, and then couldn't service it, or didn't have the proper equipment to do the job."

Carry One Line

Dealer Spiller believes that he sold

1220 TV sets in a town of 4500 population in about three years because he carried only one line—Philco. He started in the fall of 1949 and still sells only Philco.

"Many people ask why I have only one line," Spiller points out. "So I tell them that we try to give good fast service, and to do that properly, we need the parts. I can't carry parts for several brands because I don't have the room. Many parts aren't interchangeable. If I had tried to carry 6 or 8 lines, I'd be in the same position as several other people here in town—out of business."

Spiller never has felt it was difficult to operate his service department or sell TV except when he started. Spiller used to be too eager to leave when delivering a set, and wasn't careful enough about the proper adjustment. Now, the set is put in proper working order, and the owner gives the word if she feels that the picture is all right. Sometimes the servicemen may stay

around for an hour or more to be sure that the picture meets the customer's complete satisfaction. "This is extremely important," Spiller illustrates. "First, it saves you a service call the next day, and if a customer calls you back that soon, she certainly won't hesitate to tell some friend about her trouble."

"When we sold refrigerators, or ranges, these same customers never had the least trouble; but with TV, they sometimes don't realize that the service problem is naturally greater," Spiller adds. "If we take those few extra minutes when we install the set, it will gain us respect and satisfaction that we couldn't buy, besides saving us another trip to the home."

Sets Completely Sold

In line with Spiller's policy of making sure that a set is performing properly when it is installed, is his strong desire to be sure that the customer is completely sold before it

is sent out. With just one line, he feels that the customer isn't confused with a lot of sets when she makes her decision. But Spiller won't send out a set for free trial. He won't sell a set until he feels certain that the customer wants that model and really likes it. Spiller believes that there is less sales resistance because he displays just one line, but more important, he has an adequate variety of merchandise to show them.

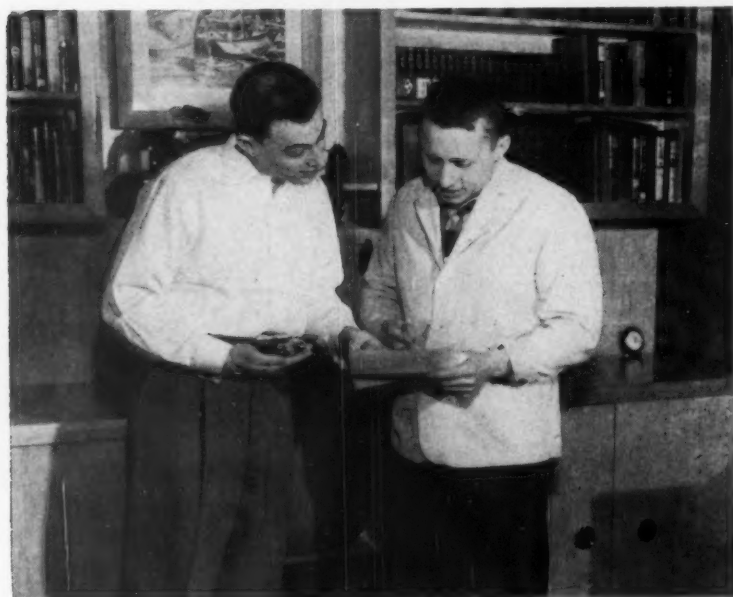
"If I had several lines, our distributors would know I'm filling in," Spiller points out. "If they feel that I'm just carrying sets to be sure that I have something on the floor, well, they won't be too helpful when I may really need help. From Beaucaire, Inc., and their salesman, Ted DeSalvatore, I get all the sets I need when I need them because they have faith in me. Right now, I'm not the biggest dealer in dollars and cents, but I am one of the leading dealers with this Rochester distributor."



IN NO HURRY to leave after making an installation, this Spiller serviceman patiently answers all the owner's questions and makes certain that she is absolutely satisfied with the set's operation.



TO OVERCOME doubts raised by stories of gyp TV service, calls are made when man of the family is home and he is invited to watch the work while the serviceman explains what is wrong and the repairs he makes.



WHEN THE JOB is finished the serviceman shows a list of parts that were replaced so the customer will know what he is paying for and will not feel overcharged.



IF TROUBLE develops again the customer is encouraged and even instructed in the making of his own simple repairs. Spiller's firm will sell him the parts.

Spiller ruefully admits that he contemplated dropping TV when he found that TV service was such a problem. He wanted to give people perfect service, but sometimes customers are very demanding. They want their set fixed at such and such a time. Then an idea came to Spiller. Many skeptics feel that TV servicing has become a racket because so many parts always need to be replaced time and time again. Spiller found that if he questioned the owner about the best time to catch either the son or husband at home he could make his call at that hour, one of his four outside servicemen would fix the set, and the TV owner could watch. If asked, the serviceman would leave the parts he took out, or gladly reinsert the parts to show the difference in performance. On top of that plan, Spiller started another step—let the homeowner in on how the set can be fixed . . . that is, simple repairs, such as a tube or something. In the future,

the owner could make his own repairs.

Come In to Buy Parts

"When the set owner has learned how a tube can be replaced to correct the trouble," Spiller illustrates, "it saves us extra work when the owner comes to the store and buys the parts and makes the repairs himself. This not only saves him money, but provides a great source of satisfaction to our men."

But when Spiller allowed customers to buy their own parts, he laid down a rigid rule—once bought, the part could not be returned. If he didn't, Spiller says he couldn't be sure if they had weakened the tube. However, he has met little trouble on this problem.

The Economy Dept. Store has never given a discount and very seldom has a promotion. Money they might spend for promotions, giveaways, or discounts is applied to the service department. Spiller accepts all

the calls he receives for white goods, but for TV must give first choice to his own customers. Since several dealers have fallen by the wayside since TV opened up in upper New York, people are finding Spiller's operation very helpful. He makes a flat charge for service when he replaces a tube (which constitutes about 90 percent of the calls). The only hourly charges are for picture tubes or resistors as they are shop jobs.

One of the biggest problems he had a year or so ago was when people read articles in the big slick magazines about how service companies were gypping TV owners. Spiller decided he must show his customers that he knew what he was doing and did it when it was needed.

"I've told several people that we almost went out of the TV business," Spiller explains, "because people were so demanding, although I had very few actual complaints. I'd tell

my prospects that if I had not satisfied the people in LeRoy after I sold the first 200 sets, I wouldn't have sold the second 200 sets. In less than three years, we've sold 1220 sets, and average about 40 sets a month. We have a yearly volume of about \$178,000, and about \$86,000 is on TV."

As the dean of LeRoy's appliance dealers, Spiller has outlasted several competitors since World War II because he would give what they couldn't . . . good service. "Before you get to the service, you do the selling," says Spiller. "If you fail there, no matter what kind of service you render, the customer will have no faith in you."

"I once tried putting sets out on trial," Spiller concludes. "But we found that the prospect would want to try this brand and that one. In the long run, it might be three weeks before they made their purchase, and then they were not always too happy. We want our customers happy." End



1 Increased advertising for the New Orleans Auto-Lec store included movie trailers which ran in drive-in theaters carefully spotted by store manager John D. Poppell.

2 One featured line of TV was pushed by all salesmen to all customers who came into the store during the Christmas season—no matter what they originally came in to buy.

3 Extra help was interviewed and hired by manager Poppell (left) long before Christmas selling began to insure adequate time for training. Personality was a bigger factor than prior experience.

3 Way Plan

Doubles Christmas Sales

The Auto-Lec chain of Louisiana not only doubled their Christmas season advertising, they also picked one line of TV to push and hired and trained four extra salesmen, two of whom closed 45% of sales by following up outside on "lost" customers

PICK one appliance line for "pushing," double the normal advertising appropriation, follow up every sale opportunity lost in the store by canvassing the prospects' homes—and what can you expect to accomplish?

Says H. V. Monninger, promotion manager of the Auto-Lec chain headquartered in New Orleans and covering Louisiana and Mississippi: "We tried that 3-way plan for Christmas, 1952. Result? Our November-December appliance sales volume was double the volume of the preceding year's Christmas months!"

The Auto-Lec plan was set up for

all stores of the chain, but latitude was left to individual store managers in adapting it to the conditions, habits and pocketbooks of the neighborhoods they served. A good idea of the plan's workings and results could be seen in a typical store, located at 1729 Dryades St., New Orleans, La. and managed by John D. Poppell.

"Beginning in November, the company stepped up its advertising considerably," Poppell reports. "Although much of it was naturally placed by headquarters, I had a hand in carrying out some."

"The company did—and always does—a lot of newspaper advertising. Our

experience has always been that daily papers are the basic and best appliance advertising medium. For Christmas, we added to this. We distributed a lot of house-to-house stuff and bought screen time in theatres."

Poppell's job with the house to house broadsides and folders was to see that they all reached homes from which he drew customers. "I supervised the boys we hired," he says. "If you don't, they'll throw circulars into gutters and furnaces. My job was to tell the boys where to place the circulars and to see that they did it."

The movie trailers were planned to appear in neighborhood theatres close

to Auto Lec stores. Poppell and other store managers were asked to choose their best "circulation" in theatres within their territories.

Classified Space Used

In addition, Poppell carried on a small but effective advertising campaign on his own managerial hook. "We bought classified space under the 'For Sale' heading," he reports. "We'd advertise a very simple message. Something like this: 'Refrigerator. Seven cubic feet. \$500.00.' Funny thing about those ads. They almost outpulled the big display ads (Continued on page 95)



DRY RUNS in selling methods were part of each man's training before they were permitted to sell to real customers. Here a new man demonstrates for a veteran salesman.



ALTHOUGH TV got the lion's share of promotion, some other appliance was always mentioned with it and got display on the floor. Freezers were sold as a gift that would save money.



NEW MEN began their training in the pages of the Auto-Lec sales manual, took verbal examinations on their subject each morning.



CHRISTMAS PROSPECTS who did not buy on the first visit to the store in November were called back by the salesman within 30 days, a system which could usually be counted on to make sales.



FINAL EFFORT, and the one that paid off for Auto-Lec, was a call by one of two special outside salesmen on prospects who still had not bought after being called by the original salesman.



A USED REFRIGERATOR is easy for Thomas Wolking, co-partner in the Cameo Appliance Co., to sell because he can offer the customer a good price, can assure her that it is in top working order and that if any service is needed she will get it in a hurry.

Formula for Trade-ins

A good price to the customer, a good unit and quick service make trade-in sales account for approximately 25 percent of gross volume at Cameo Appliance Co., Washington, D. C.

A GOOD price to the customer, a used unit in working condition, and prompt repair service are three basic premises to a profitable trade-in business of appliances, according to Cameo Appliance Co. of Washington, D. C., which resells an average 150 each of used refrigerators, washing machines and television sets yearly.

A lenient approach to credit is vitally important in selling used units to lower-income groups, believes Cameo, for this is where confidence and a future potential for used units are built up. Comprising 25 percent of their gross volume, trade-ins are money making, if handled properly, and a source of new sales, according to Thomas Wolking, co-partner.

"A good price is the best gimmick in making a sale of a used refrigerator or washer, for although a used appliance is a highly desirable item to the lower-income group, the price has to

be good too," says Wolking. "Getting a serviceman promptly to the unit that has broken down is important, too.

"Inconvenience to a customer must be kept at a minimum, if you want them to stay with you. If trouble arises three weeks after the 90-day guaranty has run out, we still carry out the repair free of charge. Leniency is very important in the entire transaction."

Accepting a \$5 or \$10 down payment or "anything we can get" in the resale of a used unit, Cameo Appliance Co. permits payments to start the following week and to extend over a 15-month period.

Credit is checked where the customer's ability to pay is not fully known. In cases where a customer's credit is not good for \$200, used units find a ready sale where credit is good for only \$150. This is one of the advantages in having a used appliance in-

ventory: customers with limited credit turn to this source of supply time and again for appliance replacement.

Weekly Collections

In weekly collections in the home by their outside collector-salesmen, Cameo Appliance builds up prospect lists for used appliances in their personal contact with customers, relatives, neighbors and friends. Many of their collector-salesmen have been with Cameo Appliance 30 years, selling used appliances to three generations within one family.

"We are very easy on our customers in payments," declares Wolking. "If times are hard and they are pressed, we go along with them. It keeps them loyal."

When Cameo Appliance takes in a refrigerator, washer or TV set it asks the customer one important question: "Does it work?" If a trade-in is to be profitable, the unit has to be in work-

ing condition, and reasonably clean.

Cameo Appliance spends no more than 25 percent of its resale price on repairs. If a used refrigerator can be resold for \$100, \$25 will be spent on reconditioning.

As an example, Wolking recently allowed \$25 on a used refrigerator, spent \$29 on repairs, \$15 for a paint job—total expenditure of \$69. He sold the used refrigerator for \$149.95.

Double the Investment

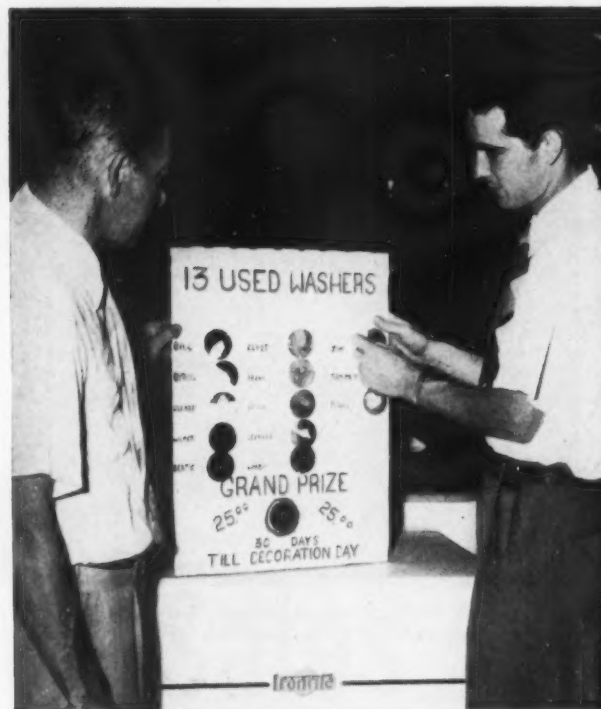
"We always try to double our investment in a used unit because more repairs may be needed on it," he points out. "Furthermore, the lower-income groups are not as good credit risks as those buying new appliances. There may also be more expense in collecting."

On a typical washer trade, Wolking allowed \$15 on it, spent \$15 on repairs and \$6 for paint, bringing his in-

(Continued on page 98)



DOES IT WORK? is the first question Wolking asks customers who bring in an appliance to trade. His next concern is about appearance. Any repairs will be limited to 25 percent of the appliance's resale value.



SLOW MOVING trade-ins are quickly disposed of when Cameo runs a punchboard contest. Any sale entitles a salesman to break the seal bearing the serial number of the appliance sold and collect \$5 or \$10.

the **BIG DIFFERENCE**

between the 1954 LEWYT
and every other vacuum
cleaner made...



LEWYT **No. 80 CARPET NOZZLE** **with automatic 4-WAY rug cleaning!**

Only Lewyt's No. 80 Carpet Nozzle cleans rugs all 4 ways!

- 1 IT COMBS!**
Picks up threads,
cat and dog hairs!
- 2 IT BRUSHES!**
Grooms the nap,
restores lost colors!
- 3 IT GIVES
WIDE-ANGLE SUCTION!**
(on forward stroke)
Gets deep-down dirt
and surface litter!
- 4 IT GIVES
DEEP-CLEANING SUCTION!**
(on back stroke)
Removes the stubborn
ground-in dirt!

ANOTHER BIG DIFFERENCE!



1954 LEWYT OFFICIALLY ENDORSED FOR
DAILY VACUUMING by National Institute
of Rug Cleaning, Inc.

... official association of professional rug
cleaners, owners and operators of professional
rug cleaning plants. Vacuum your rugs
daily. Have them professionally cleaned
at least once a year by a professional
rug cleaner..

ANOTHER BIG DIFFERENCE!



1954 LEWYT PRE-SOLD BY MORE ADVER-
TISING THAN ANY CLEANER IN HISTORY!

Ads every week thru end of year in LIFE,
POST, LOOK and other great magazines!
Over 14,000 Outdoor Posters coast-to-
coast! 20,189 radio-TV spots every month!
A \$3,600,000 co-op advertising plan! More
publicity than any other single appliance
before!

ANOTHER BIG DIFFERENCE!



1954 LEWYT BACKED BY EVERY SALES-
AID DEALERS NEED TO CASH IN!

Exploitation Book crammed with 21 sales-
building promotions! Low-cost 10-pc. dis-
play kit including an action window dis-
play, a self-service floor display! The
Market Place demo-center, Junior Demo,
direct mail and every other advertising force
known today!

DO IT
with **LEWYT**

World's Most Wanted Vacuum Cleaner
Also sold through leading Canadian Distributors

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-11, 84 Broadway, Brooklyn 11, N. Y.



Listed by
Underwriters'
Laboratories

New Opportunity

FOR MORE PROFITABLE SALES!

NEVER before has there been a circuit protective device like MINI-BREAKER! An amazing new permanent type Circuit Protector that can actually be used as a direct replacement for expendable "one-shot" fuses! A highly profitable, nationally advertised impulse sale item that requires no special enclosure, no re-wiring, no extra installation costs!

NEW CONVENIENCE for your customers . . . because MINI-BREAKER gives them positive, pre-tested, push-button protection against overloads and short circuits. New safety, too, because it's the only device of its kind ever to meet the rigid requirements of Underwriters' Laboratories, Inc.!

NEW PROFITS FOR YOU! Yes, unit for unit, MINI-BREAKER brings you more than 20 times the profit you get from "nuisance" plug-type fuse sales. But that's not all! Look at MINI-BREAKER's store-wide "merchandise" appeal! It's a natural new profit producer wherever it's displayed!



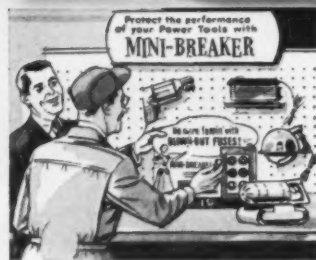
"Just press the shock-proof reset button to restore electrical service!"

MINI-BREAKER.

the amazing new Permanent Circuit Protector that fits like a fuse in standard Edison base fuseholders!



Display MINI-BREAKER at your "Supplies" counter for extra profits, greater volume!



Merchandise MINI-BREAKER with power tools. New convenience, new safety! New sales, too!



Feature MINI-BREAKER with "load building" appliances for profitable additional sales!

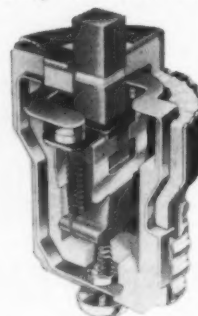


Sell MINI-BREAKER on all your service calls to eliminate recurring blown fuse complaints!

"No more fussin' with blown-out fuses!" Yes, practically every home owner in your trading area has experienced the fuss and bother of replacing blown out fuses. And nearly all of them have been caught short without a suitable replacement, too. That's why MINI-BREAKER is such a "natural" for you. As a direct replacement for "one shot" fuses, it's the quickest, easiest, most economically installed permanent-type circuit protective device on the market today. And it's the only one that you can sell . . . from any point in your store!

(1) As an exclusive new device featured at your Electrical Supplies counter to increase traffic, produce greater volume of more profitable sales! (2) As a new "additional" sales item to protect the performance of the electrical appliances you sell . . . to maintain customer satisfaction and good will by eliminating the bother, the inconvenience, the needless recurring expense involved in replacing blown-out fuses. (3) It's a "natural," too, for increasing revenue from the sale or rental of power tools and other electrical equipment. And (4) if you maintain a service department to better serve your customers, you'll find that MINI-BREAKERS are a cinch to sell on every fuse replacement call you make!

SO HOW ABOUT IT? Are you taking full advantage of your opportunities for more profitable MINI-BREAKER sales? If not, better get started now! And if your local distributors cannot supply you, write for complete information today!



MECHANICAL PRODUCTS, INC.
1824 RIVER STREET • JACKSON, MICHIGAN

NEW NATIONAL ADVERTISING-MERCHANDISING PROGRAM!



NEW POINT-OF-SALE MERCHANDISE DISPLAY!



NEW NATIONAL CONSUMER ADVERTISING PROGRAM!



NEW TV SPOT COMMERCIALS IN MAJOR MARKETING AREAS!



NEW CONSUMER SALES LITERATURE!



NEW NEWSPAPER ADVERTISING MATS!



ONLY SALES MEETINGS which are ever held by Daybert Distributing Company of Detroit are those which are for the benefit of its own sales force. Here sales manager Ed Hinmon (left) and president Bob Parkans (standing) explain a new promotional effort to assembled members of their sales group.

Off-Season PROMOTERS

The Daybert Distributing Co., Detroit, claim to run most of their promotions during the off-seasons and get results without ever holding a dealer meeting

WHEN the Daybert Distributing Co., Detroit, engineers a promotion, dealers start selling more electric housewares—even in an off-season.

Starting out in September, 1951, with the Lewyt vacuum cleaner, Daybert had about 30 dealers. Now, with 293 dealers in Wayne County, Daybert has rapidly pushed Lewyt sales, as well as increasing other traffic appliance sales, by using promotions with a different flavor to them.

Why They Click

"Many distributors have a big dealers' meeting," says sales manager Ed Hinmon, "when they kick off a promotion, but I've found that the best way to get your plan over is to send out several bulletins at least 30 days before the program starts and send another letter off just before salesman starts calling on dealers."

"A promotion we had last fall was an example. We started off with four bulletins and a final letter a week before the promotion. Then I went out on a personal call to all the key accounts to be sure they were all ready.

The letters made that meeting easy and successful. If we held a big meeting, the dealer wouldn't get nearly as much from it.

"If you arouse interest in a big promotion, it will carry over even after the promotion ends. Take, for example, the cleaner activity in November. We sold 1,023 cleaners. In December we moved over 738. Even by mid-February we had sold 579. That isn't such a large number, but it's high for that time of the year."

Daybert knows that the good selling seasons don't require big promotional effort. But in the off seasons they spend a lot of money to keep sales on a steady basis.

Dealers Like Our Method

"Dealers want to make money," Hinmon adds. "The way to make money is to keep sales from wandering all over the place. In November, we spent about \$5,000 in advertising. Now, for the selling we want to do this spring, we are spending about \$11,000. It is paying off, too."

"We had good activity on the (Continued on page 100)



BARRAGE of direct mail sent out by Daybert's mail department informs and enthruses dealers on the distributor's promotions, replaces traditional dealer sales meetings. Before each promotion dealers get four to six letters.



PERSONAL CALLS by salesmen get dealers to participate in promotional programs. Here a Daybert salesman helps a dealer get his window decorated for a display contest which is part of a promotion for consumers.

WATCH AN EXPERT SELL A USED WASHER



USED APPLIANCE salesman Truman McPhail, who accounts for one-third of the Corral's volume, spends a long time finding a prospect's needs, wants and price ceiling before he shows her an appliance.



HAVING LEARNED, among other things, that his prospect rents her home and has a strong brand preference, McPhail leads her to the washer he intends to sell her and tells her about its good condition.



CONDITION, not features, interest used appliance buyers, so McPhail goes over all points to show her the good condition of the washer he is selling, finally pulls out the spinner to show that there are no dents in it.



NOT READY yet to close, the prospect wants to see some other machines, but McPhail lets her wander off, stubbornly refusing to go with her, knowing that discussions of other washers would only confuse her and might even lose the sale for him. He knows that she will eventually return to his original choice.



FINALLY, the prospect returns to the washer that is the one best suited to her needs and her pocketbook and in a matter of seconds the deal has been closed.

USED APPLIANCES MOVE OUT FAST

At the Corral in Austin, Texas, used appliances not only account for about one-third of total volume, they also provide a gross profit of 42.3 percent—and all because they are sold by people who know how

THE Corral, Austin, Texas, does a big volume in used appliances, a volume equal to half that on brand-new merchandise.

"And," says Carl Olson, manager, "we show a good profit on every sale. Used sales for this current year show a gross profit of 42.3 percent."

Last year the Corral did well over a quarter of a million dollar volume in appliances.

"And we will beat last year's figures by 20 percent," says Olson. "In fact, my first three months showed that we will beat the estimated 20 percent increase."

"It is my contention that a used appliance should carry at least as high a mark up as a new one, if not a higher mark up, for there is higher

sales expense involved in moving the used stuff," declares Olson.

At the Corral Olson pays his used appliance salesman, Truman McPhail, almost twice the commission he pays his new-appliance salesman.

"McPhail," says Olson, "is one of those rare salesmen who can sell used appliances. And he is one of the fastest closers that ever worked for me. He wraps up a sale in nothing flat—and there are no reverts charged against him."

According to McPhail, there is a big difference between selling new and used appliances.

"I've sold both," he says. "And I'd rather sell used stuff. It's faster."

It is fast for McPhail because he
(Continued on page 108)

Get on the profit Sessions rocket for Xmas!

Don't be grounded by low stocks. Order now for the big lift in holiday business

This whirlwind year of Famous Firsts for Sessions will wind up in soaring holiday sales. Not for years has a line of electric clocks stirred such excitement in homes and in the trade. In fresh designs! In fabulous values! In fine craftsmanship! In powerful merchandising leadership! In every way, this is Sessions year! Get on now to ride up with the big new national advertising campaign for Sessions. Check your stocks. Call your Sessions distributor today. Be a smart retailer. Sell the clock line with the longest profit margins.



1 Sessions New Thin Movement

—Fewer moving parts set Sessions years ahead in electric time.

3 Perfect Pair Gift Package

—Sessions new merchandising sensation. Now you sell two clocks at a full profit where you sold only one before.

5 Nationwide Advertising!

Full-color page in the Dec. 1st LOOK, and a full color spread in the Dec. 15th issue of LOOK, will carry the Sessions story home to your customers from now to Christmas!

2 The Saucer Clock

America's lowest priced quality kitchen clock —a thin wall-hugging beauty at only \$3.95.

4 Frictionless Lubricone lubrication

— New lubricant, exclusively Sessions, makes longer-lived, quieter clocks.

6 Tower of Sales Strength,

the Sessions Clock Tower is the most versatile, space-saving, sales-making permanent display unit in the business!

Sessions
Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

Styling by Mac Tornquist

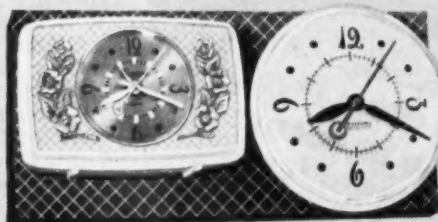
*All prices plus applicable taxes.



ELEGANCE. Streamlined chrome case and frosted aluminum center field. Dial numeral band in a choice of smart colors. ...\$6.95.



SWEETHEART. Modern searchlight-styled alarm with smart coffee-brown color dial. New as tomorrow morning. ... \$4.95.



PERFECT PAIR. CORSAGE boudoir alarm and SAUCER kitchen clock. Retail at \$12.49. Available separately. Corsage, \$8.95. Saucer, \$3.95.



Something Extra—With Every Sale

CONTINUED FROM PAGE 77

"mainly because at least 50 percent of the boxes we take in must be junked outright. But trade-ins are involved in only about 20 percent of our transactions. Those that can be reconditioned are repainted, put in good working order and resold for whatever we can get for them."

On hot water heaters, Pearlman points out that it would be hard to give a suitable "extra" with them, so the firm has adopted the practice of paying installation costs up to \$30. This partial absorption of costs has helped to increase the sale of larger capacity heaters, particularly the 50-gallon type.

"We did not have particular success with air-conditioning sales at first," says Pearlman. "After all, here in Asheville it was considered heresy to mention air-conditioning for about 11 months of the year, and residential sales are still very small. But we began offering air-conditioning units for rent to doctors, dentists and similar offices. Our charge was \$25 for installation and service, and we asked a minimum guarantee of three months at \$12.50 a month. At the end of that period, the customer was told that if he desired to buy the unit, he would be

credited with all he had paid on it.

"If he did not want to buy it at that time, he could continue his rental at \$5 per month for the next six months. At the end of this second period, if he wanted the unit his name was put on a sales contract at 12, 18 or 24 months. This plan has worked very well for us, and with little or no residential sales at all, we have begun to move more than 50 air-conditioning units a year."

Pearlman's also rents air-conditioning units to hospitals in Asheville at a straight rate of \$5 per day with no charge for installation or service. Many patients who rented units in the hospitals became buyers when they were discharged, Pearlman says.

Bargains In Television

The sale of new television sets at Pearlman's is brisk but, as the owners point out, there are many potential buyers who feel they cannot afford the cost of a new TV set. The enterprising Asheville dealers have found an answer to the problem.

In the 1,500 sq. ft. basement of the store they have installed a "Television Bargain Basement" which features rebuilt and used television sets. There

Father's Pride

sharpens knives professionally
right at home!

The Cory Electric Knife Sharpener is the gift that's unusual but useful. Just plug it in . . . draw the knife quickly through and zzzzzst . . . your blade is sharpened perfectly!

Sharpens every knife . . . can't hurt any knife.



Meet us at Booth 623
Refrigeration & Air Conditioning
Exposition.

CORY®

Cory Corporation, Chicago, Illinois



**47 MILLION PEOPLE WILL
SEE THIS AD IN COLOR!**
THIS YEAR FEATURE GIFTS BY CORY!
Here's where this ad will sell for you
McCALL'S BETTER HOMES & GARDENS
FAMILY CIRCLE COLLIER'S AMERICAN WEEKLY



A Beauty!

that's not just skin-deep!

Here's the new Cory Automatic Coffee Brewer . . . the only stainless steel automatic made! No pitting . . . no rusting . . . no corrosion can spoil its beauty or the flavor of your coffee! The gift that lasts a lifetime!

The Greatest Name in Coffee Brewing

CORY®

Cory Corporation, Chicago, Illinois



**47 MILLION PEOPLE WILL
SEE THIS AD IN COLOR!**
THIS YEAR FEATURE GIFTS BY CORY!
Here's where this ad will sell for you
McCALL'S BETTER HOMES & GARDENS
FAMILY CIRCLE COLLIER'S AMERICAN WEEKLY

Meet us at Booth 623
Refrigeration & Air Conditioning
Exposition.

the TV buyer may find a wide range of models and types which will appeal to almost any pocket book. A rigid service policy backs up the firm's guarantees on all of its rebuilt and used merchandise.

That "extra something" then, is a standard merchandising procedure with the Asheville firm, and is extended to almost every appliance which the company sells. The summary runs something like this:

Home freezers—free food or meat and a food discount card.

Wringer washers—free ironing board and a supply of washing powder.

Electric ranges—free 20-piece set of aluminum ware.

Refrigerators—\$50 trade-in allowance, regardless of condition.

Water heaters—\$30 toward installation costs.

Air-conditioning units—low rental privilege.

Television—bargain basement.

"We've found that the offer of extras in connection with the sale of major appliances works out better than any other method of promotion," declares Pearlman. "Through such offers, we avoid price-cutting, the nuisance of stocking up on and handling give-aways, discounts, mailing and circularizing, and other more complicated methods of obtaining our share of the appliance business.

"Our promotional expenses on appliances are therefore confined to the

cost of about 5,000 inches of newspaper space a year, in addition to radio spots and some billboard advertising."

A family-owned concern, the firm's 10 salesmen are sparked by the Pearlman's themselves. B. Pearlman is president, while Fred and another son, David, head various departments of the store. An Asheville institution for 26 years, Pearlman's handles Westinghouse, Deepfreeze and Fedders' products in addition to a varied line of housewares and home furnishings.

End

THE MARKET FOR COLOR TV

When will you have color TV to sell? How much will the sets cost at first—in a year? How big will screens be? How big is the potential market? What special service and installation problems are involved? What about margins?

We've asked the top men in the industry and you'll get their answers in the

**December
ELECTRICAL MERCHANDISING**



**6½ MILLION PEOPLE WILL
SEE THIS AD IN COLOR!**
THIS YEAR FEATURE GIFTS BY CORY!
This fall Cory ads will sell for you in
BETTER HOMES & GARDENS FAMILY CIRCLE
McCALL'S COLLIER'S AMERICAN WEEKLY

Bounce It!

**Indestructible! Gives perfect
coffee for a lifetime!**

Tired of replacing beat-up coffee pots? Try a new Micro Coffee Brewer! All gleaming stainless steel that makes perfect coffee for a lifetime. Won't stain, dent, chip, or break! Rinses clean! Always sparkling bright! Ideal gift!

NICRO

**STAINLESS STEEL
COFFEE BREWERS**

BY

CORY

Meets us at Booth 623
Refrigeration & Air Conditioning
Exposition.

The Greatest Name in Coffee Brewing
Cory Corporation • Chicago 1, Ill.



Three Way Plan—Doubles Christmas Sales

CONTINUED FROM PAGE 87

the chain was running. Maybe because they had something of the person-to-person quality of good salesmanship. One person offered one refrigerator to one other person."

Low-Priced Units Featured

In most advertising, the low-priced appliance was featured. By contrast, store display featured the higher-priced ones. "Our idea was to get them in with the advertising, pull people into the doors or at any rate secure their names as prospects," Poppell says. "We've found that if we put the promotional item in featured display, it will actually undersell a better one, even when the promotional-priced appliance is the one advertised. We had the lower-priced appliances in stock and available for demonstration. By means of spotlights and featured locations, we played up bigger-ticket appliances. And sold them."

Emphasis on TV

Policy for the entire chain called for emphasis on a single line—television. Monninger reasoned it had the best potential of all big-ticket appliances for gift-giving. "Not that we were neglecting electrical housewares," he says. "Far from it. But our big push was television sets."

Every advertisement featured television and some other appliances, refrigerators, freezers, or electrical housewares. Always the suggestion was there that these made lasting gifts the entire family could enjoy.

Salesmen throughout the chain were instructed during the Christmas season to suggest a look at TV sets to every customer who came into the store. Depending upon how the conversation had gone with the customer, the salesman—after making the sale for which the customer originally came—would ask whether he had seen the clarity of the newly arrived big-screen sets, tell about generous trades allowed on older small-screen sets, or perhaps open only by discussing the previous night's programs on WDSU-TV.

"We found that stress on a single line was a big factor in making our Christmas merchandising so successful," Poppell says. Monninger reports that the same experience held for other stores in the Auto-Lec chain.

Extra Salesmen Well Trained

It was up to individual store managers to determine whether they required additional sales help. "You can't hire an appliance salesman in the same casual way you hire a

'Christmas Extra' for other lines," Poppell notes. "I needed extra help. Before taking it on, I blueprinted a plan to make them salesmen, not clerks."

Four extra men were hired to work with the four regular appliance salesmen in Poppell's store. They were put on the payroll well in advance of the Yule rush, in order to allow time for full training. Poppell's first step was to familiarize his green new men with appliances. Each was demonstrated exactly as though the trainee were a customer. The four new men were given Auto-Lec's sales manual for homework. "They had to learn—and know—both prices and product features of each," Poppell stresses.

After that, the new men put on dry run sales presentations. Poppell stood by to correct glaring errors. "As they progressed, I'd try to throw them off balance by flinging in some of the really tough posers customers occasionally bring up," he says. "In a sense, they learned the hard way. But quickly."

Normally, Poppell holds a half-hour sales session with his appliance men each week. During Christmas season, this was stepped up to a quarter-hour meeting every day which the two outside canvassers attended. "Those two men," Poppell says, "were probably the most important single factor in our Christmas success. Two men—out

of a total selling force of ten—closed 45% of the appliance sales!"

"Lost" Sales Canvassed

Each sale "lost" in the store was recorded. A few days later, the salesman who originally talked to the prospect telephoned him an invitation to come into the store again. At the end of thirty days, if no further action had been taken, the prospect card was turned over to one of the outside men in place of the store salesman. If the canvasser closed it, the two split commission.

"These men sometimes had a tough row to hoe," Poppell says. "Remember, they were approaching prospects who on at least two previous occasions had decided either not to buy or to put off the purchase. We worked out a gimmick to help them along."

"On the visit to a prospect's home, the canvasser always brought some small gift. In addition—and more important—he offered a leader, good only if snapped up immediately. Occasionally, we'd offer an \$8.88 defroster for \$4.44. That got the canvasser inside almost every time. The offer was genuine; we came through on it whether Mr. Prospect bought anything else or not. Usually he did buy the big ticket item too. The outside men were picked out as our two most effective salesmen." End

Perk Up

your table... perk perfect coffee!

The new Cory Perc is the sauciest new percolator you ever saw! All sparkling, heat-resistant glass in a graceful Swedish modern design. Makes guests sit up and admire your lovely table... your wonderful coffee! The Cory Perc makes coffee that tastes just as good as it smells!

The Greatest Name in Coffee Brewing

Meet us at Booth 623
Refrigeration & Air Conditioning Exposition.



Separate Candle Warmer
available with Cory Perc
keeps coffee hot... looks
enchanting! Only \$2.95.

New and different
gift! Only \$5.95

**41 MILLION PEOPLE WILL
SEE THIS AD IN COLOR!**
THIS YEAR FEATURE GIFTS BY CORY!
Here's where this ad will sell for you
McCALL'S BETTER HOMES & GARDENS
FAMILY CIRCLE AMERICAN WEEKLY

CORY

Cory Corporation • Chicago 1, Illinois

ADS! ADS! ADS! POSTERS! BROADSIDES!

All

in the



GET YOUR MOTOROLA PROMOTIONS READY...

BILLBOARDS! WINDOW TRIM! FOLDERS!

wrapped up

Greatest Christmas Promotion Package ever!



Motorola Gift Month

It's on its way . . . with Sales, for you! The biggest overall promotion program ever staged in TV and Radio history—our gift to you—Motorola Gift Month!

From kick-off to pay-off, Motorola's double-powered Silver Jubilee program hits hard and keeps punching. It started in September, runs right up to Christmas. Ads have been running every week in magazines and newspapers, bolstered by TV and Radio spots—a continuous, nationwide saturation program.

November-December is Gift Month—the grand finale. Everything you need to make it mean a Double-Powered Christmas is ready.

National magazine ads in color, so beautiful you'll want reprints for display. A special 8-page color insert in Coronet that ties right in with your Motorola window display. Full-page ads in general and farm magazines. Special TV and Radio spots. Posters. The best sales tools in the industry . . . including a special Christmas Retail Newspaper Ad Mat Book. Smart, action-getting window trim!

In a few days, Motorola ads will be urging millions to "Make It a Motorola Christmas!" Better take the same advice. Make this the greatest Christmas you've ever had. Tie in with Motorola Gift Month!

Motorola TV and Radio

FROM THE WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

— CALL YOUR MOTOROLA DISTRIBUTOR *TODAY!*



it's genuine...
it fits right...
works right in a

Whirlpool

It's a genuine Whirlpool replacement belt. It's engineered and built to the same high standards of quality as the belt originally installed in a Whirlpool. It fits right... works right. No other belt... even though it may look the same... can give the same dependable, efficient, on-the-job performance.

Always buy and install genuine Whirlpool replacement parts. You'll eliminate profit-eating service callbacks and build greater goodwill and customer satisfaction. See your local Whirlpool dealer, distributor or A.P.J.A. parts jobber for quality Whirlpool parts, quickly available!



service division

WHIRLPOOL CORPORATION • St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana

World's Largest Manufacturer of Washers, Dryers and Ironers

Formula for Trade-Ins

CONTINUED FROM PAGE 88

vestment to \$36. The washer was sold for \$75.

A used television set was taken in for \$20, on which \$20 was spent for labor and parts. The sale of the set brought \$79.95.

All used appliances bought are repaired. A \$15 spray paint job makes a used refrigerator worth \$50 more, according to Wolking.

"We like to give our customers the opportunity of trading in their old appliances, and not only offer a better price than our competitors, but take them in even when they are not worth a 25% investment in repairs," says Wolking. A refrigerator with a hermetically sealed unit in bad condition represents a complete loss even when bought at only \$10, for it is beyond repair. When we find ourselves overstocked on such used units, we sell them in lots to various service companies who take out the parts and sell them. We recently sold a service dealer 15 such refrigerators at \$3 a unit which covered hauling them off."

The company stores used units until they are ready for sale, and then they are repaired. They stock no more than 25 used unrepaired washers, 12 refrigerators and 12 TV sets.

Incentive System

About five times a year Cameo Appliance runs a punchboard system of incentive bonuses for salesmen when they feel they are overstocked on used units. The punchboard is made up of sealed packets of \$5 and \$10 bonuses placed behind the make and model number of a used unit it is desirable to move. As the unit is sold, the salesman breaks the seal and collects his bonus. Amount is placed

there at random so that no partiality is shown in awards. Grand prize is awarded the salesman disposing of the largest number of used units.

Continual future volume is built up in prospect lists compiled in great detail by the collector-salesmen. In their card system they record name, address, appliances currently in use, age of appliances, appliance likely to require replacement, make or model that a customer is interested in for purchase, and family or neighbor references furnished by the customer as potential used appliance buyers. A file is kept by appliance make and model for which there is a definite market, and these customers are contacted at once upon the acquisition of the appliance they want.

Because Cameo Appliance salesmen are in close touch with their customers, and confidence has been built up by good prices, prompt service and a liberal, humane approach in collections, they are called upon to outfit the customers' relations with tried appliances. Many new sales materialize as economic status improves.

No newspaper or direct mail promotes trade-ins. Salesmen-collectors sell about 75 percent of the used units, and it is on them Cameo depends for sales, and on the word-of-mouth promotion of its satisfied customers. Cameo Appliance is located in a lower-income section of the city, so that frequently used units are displayed and sold when no repair of any kind has been made.

"The only danger for the dealer in handling trade-ins is too large an allowance on something not fixable," cautions Wolking. "But if they are properly handled, there is money to be made in buying and selling used appliances." *End*





\$24⁹⁵
VALUE
for only \$5.00
and 30 Sylvania
Premium Tokens . . .

Between Aug. 1st and Nov. 15th

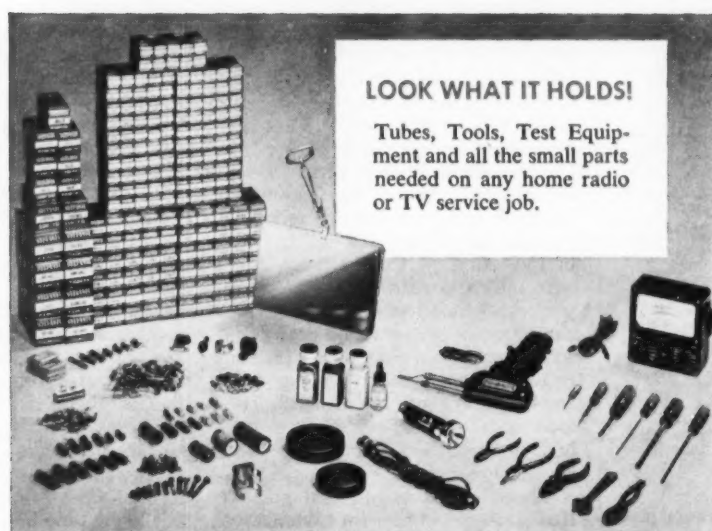
You get
both chest
and parts tray

Servicemen! Here's Your Sylvania

T-N-T CHEST

(TUBE AND TOOL)

The Most Valuable Service Aid You've Ever Seen!



Talk about a useful servicing aid . . . this Sylvania T-N-T (Tube and Tool) Chest is really it! Carries more tubes, tools and parts than any chest on the market!

LOOK AT THESE FEATURES:

- Bass and fir plywood case
- Waterproof Du Pont Fabrikoid cover
- Holds 187 receiving tubes
- Lightweight folding aluminum tool and parts tray
- Unbreakable plastic handle
- Brass-plated hardware
- Room for mirror and ohmmeter
- It's a complete, portable service shop!

ACT NOW . . . Offer Limited!

SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

LIGHTING • RADIO • ELECTRONICS • TELEVISION

In Canada: Sylvania Electric (Canada) Ltd.
University Tower Building, St. Catherine St., Montreal, P. Q.

This chest is now yours for only \$5.00 and 30 Sylvania Premium Tokens. Offer good only between August 1st and November 15th. See your Sylvania Distributor who has these kits now.

Remember, you get 1 Sylvania Premium Token with every 25 receiving tubes or with every picture tube you buy.

Jobbers! Dealers!

get set for the
biggest
**HURRICANE
SEASON**
in history!

Batten the hatches! Stand by for action — because big things are brewing in the power mower business! The greatest selling year in Hurricane history is just around the corner. Here's a glimpse of what's on the horizon for the 1954 selling season.

INCREASED CONSUMER ADVERTISING

Such widely read magazines as House Beautiful, The Flower Grower, House and Garden, American Home and Better Homes and Gardens will tell the quality Hurricane story to millions of prospective power mower buyers. Backed with new, free merchandising material that will help you sell at point of purchase.

EXPANDED LINE — The addition of "Hurricane Traveler" — a brand-new self-propelled rotary model — will give dealers a complete line of quality Hurricanes to cover every sales possibility!

STEPPED UP PRODUCTION — Again in '54 factory production will be increased substantially to meet the bigger-than-ever demand for Hurricane quality. There will be plenty of all four Hurricane models for everyone carrying the line!

There's no doubt about it. Hurricane means business — BIGGER BUSINESS — during the coming year! To find out how you can share in this Hurricane of Sales, send the coupon below for the full facts on the greatest Hurricane season in history!

Hurricane
ROTARY POWER MOWERS

— the line
more customers
put their money on!

**NATIONAL METAL
PRODUCTS
COMPANY, INC.**
Dept. E-41
2722 Cherry St.
Kansas City, Missouri

National Metal Products Co., Inc.
Dept. E-41
2722 Cherry St.
Kansas City, Mo.

Show me that Hurricane means business. Rush complete selling and merchandising plans at once.

Name _____
Address _____
City _____ State _____

**MAIL NOW
TODAY!**



HURRICANE JUNIOR
— A light, compact 18" replica of the Hurricane Senior. 2 h.p. engine. Automatic governor control.



HURRICANE GLIDER
— The economy model. 18" cutting swath. 2 h.p. engine. Adjustable cutting height, from 1/2—3/2 in.



HURRICANE TRAVELER
— New this year! A self-propelled model for big mowing jobs. 3 h.p. engine, 22" swath. Riding sulky optional. Indestructible chassis. Attractively priced.

Off-Season Promoters

CONTINUED FROM PAGE 91



DEALER IDEAS get a boost from Daybert organization. When Oakland Appliance wanted to do something for servicemen, Daybert suggested letting mothers register, sending prizes to each serviceman overseas whose mother registered.

Presto iron last winter. Months later, we were still 4,000 irons back ordered. If we let sales come in spurts, our dealers would have weeks with few sales and times when they couldn't take care of the flurry of activity."

All promotions start off with some key element from other ideas of the past. Hinmon goes over the plan carefully, then presents the whole project to Bob Parkans, president, to see how much they should spend. That may take about two or three hours. But Daybert thinks that at least 30 days are needed before the promotion breaks to really get the ball rolling.

How well the ball may roll is shown by their fall Lewyt promotion. Prizes were offered for the best window display. So much effort was put into the windows and so many dealers did such a good job, that they left them in for over six weeks. "This gave the consumer a good impression," Hinmon adds. "That helped keep sales high through the slack period of January and February."

There isn't a month that goes by that some promotion isn't offered. A thousand dollars may be spent on a small free-trial promotion. But the bigger and more gigantic ones are planned for the slower periods. Greater cooperation with other firms is also employed. In one promotion which gave a man and wife a free airplane ride to a free week at the Country Club Hotel, Los Angeles, Hinmon arranged with North American Airlines to have "Lewyt Special" painted on the nose of the plane. The hostess and crew also used a Lewyt to clean the plane.

Tie-ins Are Important

"Tie-ins such as the North American Airlines are a big help," Hinmon continues. "They also paid half of the 40,000 entry blank forms we had printed."

"In a window display contest I asked

Ross Mulholland of WWJ (The Detroit News) to officiate. His interest in the windows prompted the radio station to hold a program from the winner's store. We made a big production out of that. People might hear that a dealer had won a window trimming contest in their neighborhood, but just having the winner win wasn't enough. We really had a party. Served coffee, cakes, cookies, and gave away scatterpins. For a door prize we offered a TV table, TV bench, and a set of nesting tables."

By using a few little tie-ins for other dealers, Daybert gives that extra something that makes the promotion a real success. One dealer, Oakland Appliance Shop, Royal Oak, Michigan, found out that many mothers with boys overseas kept coming into the store buying this and that for some friend. But nothing much seemed to be said about buying something for their sons. Finally, Bill Tees got perturbed. He decided to act.

"I spent about nine months in a hospital myself during the last war, so I know how important a little gesture is," Tees explains.

Hinmon Gave Help

Hinmon offered Tees the answer to his problem. Ask the mothers in the neighborhood to deposit a slip in a box with the length of time that her son had been overseas, he said. The son with the longest service there could win his mother a free cleaner. Every boy registered by his mother got a gift from Tees. For the boys in Korea, Tees sent a billfold, toilet set, and Lipton's onion soup. Those in Europe received a cigarette lighter.

The winning mother was presented with her new cleaner at the local theater. The theater cooperated by giving two free passes to the mother.

Tees credited 80 percent of his sales for January and February to this (Continued on page 102)

Get with this

WINNING COMBINATION!

*Dorothy Kilgallen teamed with Detroit Jewel... yes, a favorite TV star boosting your sales of America's finest gas ranges.

Watch your sales soar as Dorothy Kilgallen spreads the exciting news of Detroit Jewel and the new, wonderful "Old Range Retirement Plan." This famous news reporter and star of radio and television will be carrying Detroit Jewel messages to millions of prospective buyers everywhere on radio, television and in the newspapers! People across the nation sit up and take notice when this popular star sings the praises of Detroit Jewel.



Dorothy Kilgallen SAYS:

"No other range can match Detroit Jewel when it comes to beauty, performance and economy! Its sensational features such as the Top-Vue oven window, Signa-Dials and Handee-Hi broiler make Detroit Jewel the stand-out wherever quality ranges are sold! Come on... get behind the 'Old Range Retirement Plan!' It's a certain profit-builder for you!"



DETROIT JEWEL

DETROIT-MICHIGAN STOVE CO. • DETROIT 31, MICHIGAN

You can Judge **NICHROME**^{*}
by the manufacturers
who use it!



Westinghouse Electric Corporation

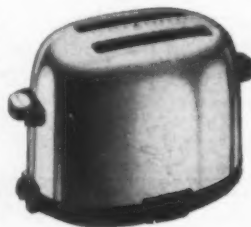
Of course you remember the recent sensational Westinghouse promotion "Twins for Twins," where the proud parents of each set of twins born anywhere in the United States or Hawaii on September 23, 1952 were given the brand new Westinghouse 1952 "Laundry Twins" — a great Laundromat[®] automatic washer and a fine clothes dryer. Superb values!

But for years and years, Westinghouse has been offering the terrific twin values of *long life* and *trouble-free operation* in appliances equipped with heating elements of Nichrome — the superlative heat-resistant alloy that is the standard of quality thruout the world; for Nichrome heating elements stay on the job and give top-level performance day in and day out. Here are the very features that do most to stimulate customer preference and promote user satisfaction.

Says Westinghouse: "Nichrome heating elements are used in our pop-up toaster, hot plate, roaster-oven, combination sandwich grill and waffle, and griddle. We have always found this resistance wire extremely satisfactory."

Yes, Nichrome wins the endorsement of manufacturer, retailer, and customer alike. And *customer endorsement* means *money in your pocket*.

What better incentive can you have, where electrically heated appliances are concerned, for handling items equipped with Nichrome heating elements?



Nichrome[®] is produced only by
Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



*U.S. REG. U. S. PAT. OFF.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Off-Season Promoters

CONTINUED FROM PAGE 100

promotion. It sold TV, refrigerators, ranges, and at least \$2,000 in housewares, 7 or 8 complete kitchens, some dishwashers, and two or three freezer deals. "At first, I had the mothers deposit their slips at the door. I didn't want to capitalize much on their entry, except to build good public relations," Tees points out. "Then I thought they ought to see our store, so I put the box in the rear. That did the trick. We started getting inquiries about this and that as they came in. And when mothers got a letter from their boy saying how nice his gift was, they came in to say that when they buy they will buy from me."

Credit is something an electrical appliance dealer can get easily after he is a success and doesn't need it any more.

"Our whole spring activity has been good. We had carried over sales into March. In the first half of February we had over 50 phone calls from people who said they are not quite ready to buy, but wanted me to know they want to buy here."

How Promotions Succeed

Daybert dropped their line of television last August, although billing on it ran from \$15,000 to \$40,000 (December) a month. But with great effort placed on traffic appliances, they still have pushed their billing even higher than when they had TV. In December alone, they ran \$18,000 ahead.

Most of the promotions run along factory plans, but it is the special treatment by Hinmon and Parkans that makes dealers sell more. Picking out the right media for advertising and spending their money in the right amount makes them succeed. Usually, the smaller promotions cost less than \$1,000, but they have the good direct mail, 48 billboards, radio, TV or newspaper space to make it work. In the tie-in deal that Oakland Appliance ran during and after the Lewyt promotion, the store sold over \$20,000 in merchandise, but spent only about \$1,600.

Salesmen Are Specialists

"We are a specialty house, and our salesmen are specialists," says Parkans, president. "We don't carry a full line, but do whatever we can with our products. Our seven salesmen do a good job, too. Last year we grossed over \$2 million in sales."

"Dealers respect our methods," Parkans continues. "One dealer told us this spring that whatever we carry, he'll handle because everything we have, we make 'hot' for him." End

Brand-New For Christmas Giving!

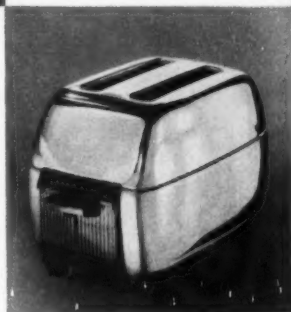
New Camfield STAINLESS STEEL Coffee Maker Brews From 2 to 6 Cups... Automatically!



JUST IN TIME for Christmas comes this wonderful gift for small families, bachelors or career girls! It's the Camfield "Princess," the beautiful new stainless steel coffee maker that automatically brews from 2 to 6 cups of the most delicious coffee you've ever tasted! Strength Selector lets you select the strength coffee you prefer, Ready Light signals when the coffee is brewed, and Camfield's famous Keep-Hot action keeps coffee piping hot for hours! Designed by Florian, this smartly styled "Princess" has a high-lustre finish. No comparably priced gift you can buy will give so much pleasure and satisfaction 'round the calendar! Only \$24.95



Large Families Need The Camfield "King" — the king-sized coffee maker that brews from 4 to 10 cups automatically. Has all the same famous Camfield features as the "Princess" — Strength Selector, Ready Light, and Keep-Hot action. Lifetime mirror chrome finish. Only \$29.95.



The Only Automatic Toaster with complete controls at both ends is this handsome Camfield! No need to reach around or over it to work controls! Widest toast color range. Lifetime mirror chrome finish. Only \$23.95.



New Camfield Sleepmaster Electric Blankets provide warmth without weight for the most restful sleep of your life. Single or dual controls. Four decorator colors. Priced from \$39.95.



New Camfield Sleepmaster Electric Blank-ette is the new electric sheet that converts your fine non-electric blankets or quilts into electric bed coverings. Easily laundered. Underwriters approved. Choice of four colors. Priced from \$31.95.



Camfield—America's all-new electric gift line—provides you with five ways to make gift profits this year. The big new Camfield line is being introduced with special gift ads in *House & Garden*, *Life*, *Post*, *Good Housekeeping*,

American Home and *This Week*. Write for details (including catalog sheets and price lists) of ways you can make extra profits with this new Camfield line. Address Camfield Mfg. Co., Dept. EM 113, Grand Haven, Mich.

Now—to Help Your "Step-Up" Selling Job...

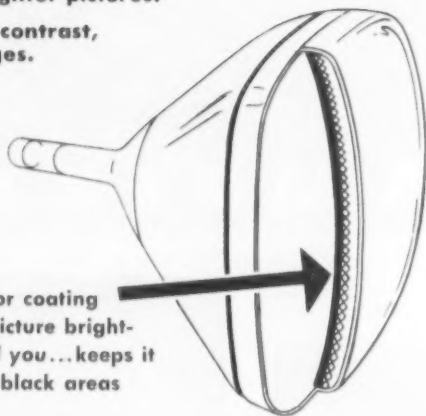
2 REVOLUTIONARY TV ADVANCES

only from

Admiral

1. ALUMINIZED PICTURE TUBE

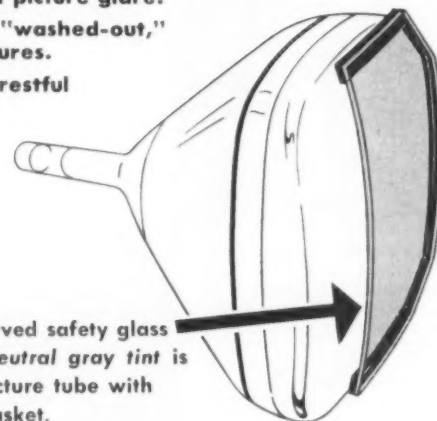
- For 80% brighter pictures.
- For sharper contrast, clearer images.



Aluminum mirror coating beams all the picture brightness out toward you... keeps it away from the black areas of the picture.

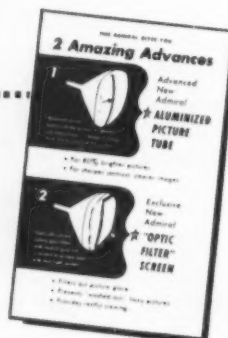
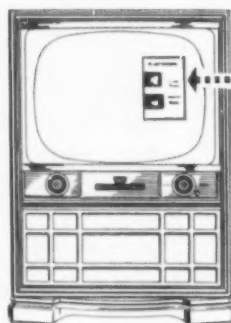
2. EXCLUSIVE "OPTIC FILTER" SCREEN

- Filters out picture glare.
- Prevents "washed-out," hazy pictures.
- Provides restful viewing.



Optically curved safety glass filter with neutral gray tint is sealed to picture tube with dust-tight gasket.

Admiral incorporates *both* these striking advances in the broadest selection of TV models to simplify your job of "up-grade" selling. Because their benefits are so readily *demonstrated* on side-by-side comparison, your customer has no difficulty in *seeing* the obviously greater value. Another example of Admiral leadership!

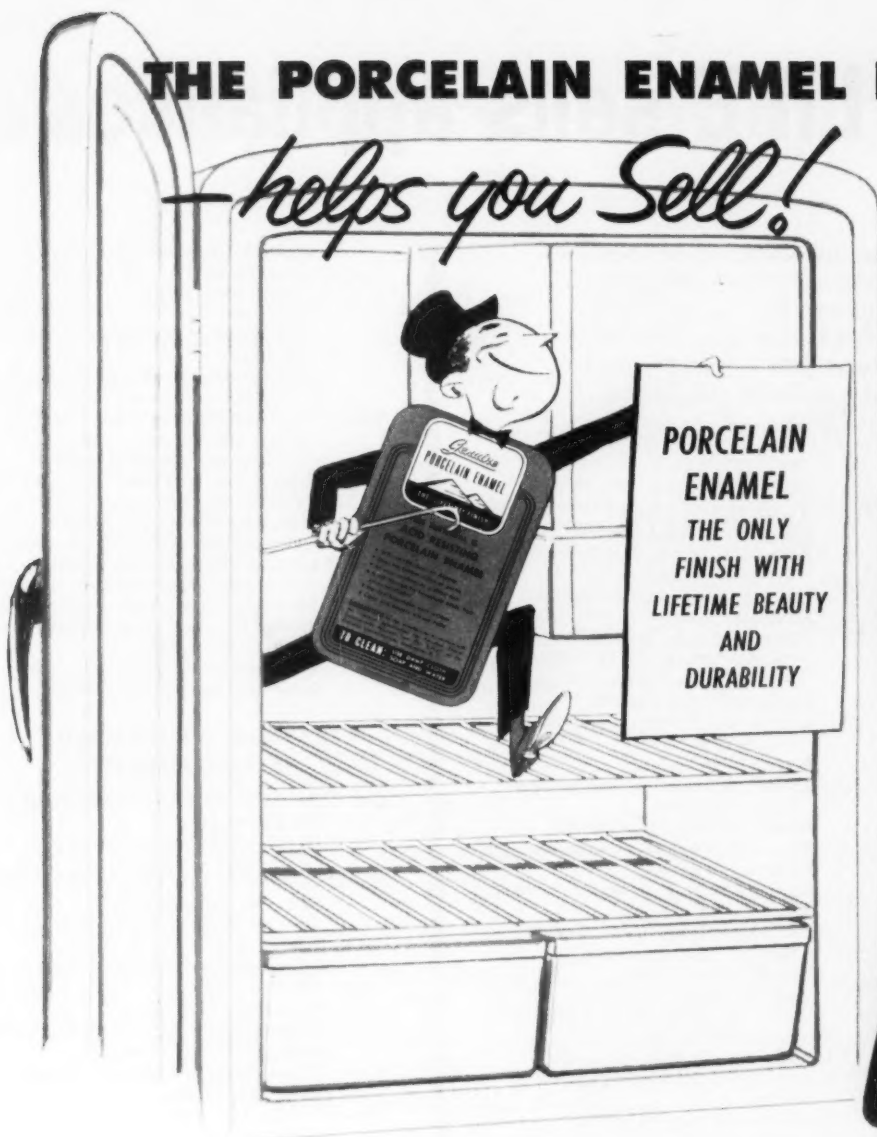


Attractive new label right on the Admiral Screen identifies and explains advantages of Admiral's new 80% brighter Aluminized Picture Tube and Optic Filter Screen.

Admiral—WORLD'S LARGEST TELEVISION MANUFACTURER

THE PORCELAIN ENAMEL FINISH

—helps you Sell!



Here is a modern finish you can sell with enthusiasm and conviction! It gives you outstanding sales clinchers based on practical advantages that every housewife wants. Its beauty, its lifetime durability, its imperviousness to rust, heat, fire, scratching and staining, plus its ease of cleaning are a combination of features that *no other finish can equal!*

Porcelain Enamel can provide these, because it, alone, is a truly mineral coating, fused to red hot steel at a temperature of 1500° F. The label reproduced here identifies genuine Porcelain Enamel and tells your customers the high quality features of this superb finish.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

1346 Connecticut Avenue, N.W. • Washington 6, D.C.



THIS LABEL . . . on a range, refrigerator, washer or other appliance identifies for your customer Genuine Porcelain Enamel, made in accordance with the high standards of the Porcelain Enamel Institute, Inc.

The way LIFE sells appliances...

Electrical appliance manufacturers (see list below) invest more advertising dollars in LIFE than they do in any other publication. Manufacturers know that LIFE sells appliances. Here are the products currently being advertised (as of October 15th) to the 11,880,000 U. S. households in which just a single issue of LIFE is read. Feature them in your store. Prove for yourself why appliance men—manufacturers, distributors, dealers—are sold on LIFE!

MAJOR APPLIANCES

- Oct. 5 GE Cleaner—spread, color
Borg-Warner Institutional—spread
Philco Range—page, color
RCA Estate Range—page
Magic Chef Range—1/2 page, color
- Oct. 12 GE Range—page, color
Norge Appliances—page, color
Maytag Washer—page
Minneapolis-Honeywell Regulator—page
Eureka Vacuum Cleaner—1/2 page, color
Lewyt Vacuum Cleaner—1/2 page, color
Magic Chef Range—1/2 page, color
- Oct. 19 Crosley Appliances—page, color
Magic Chef Range—1/2 page, color
Borg Scales—1/2 page
Emerson Radio & Phonograph—1/2 page
- Oct. 26 Frigidaire Refrigerator—spread, color
GE Cleaner—page, color
Westinghouse TV & Radio—page, color
Kelvinator Refrigerator—page, color
Maytag Washer—page
Lewyt Vacuum Cleaner—1/2 page, color
Magic Chef Range—1/2 page, color
Universal "Jet 99" Vacuum Cleaner—1/2 page

SMALLER APPLIANCES, HOUSEWARES & HARDWARE

- Oct. 5 Independent Retail Hardware Association—7 pages, featuring the following products:
Bernz-O-Matic Torch
Kelly Perfect Hammer
Skil Shop or Builder's Saw
Pliobond
Colonial Antique Copper Finish
Cabinet Hardware
Carborundum Furniture Refinishing Kit
Yale & Towne No. 042 Night Latch
Stanley No. 4 and No. 220 Planes
Black & Decker 1/4 Inch Electric Drill Kit
Columbian Home Workshop Vises
Sheffield Quik-Spray Enamels
Kleanstrip Paint Remover
Flex-O-Glass, Glass-O-Net, Wyr-O-Glass, Screen Glass
G. W. Davis Power Mulching Mower
Ekco Double Header Minute Mop
Mortite Weather Stripping
Guidemaster Drill Kit
Glamorene Rug Cleaner and Brush
Bridgeport Innerseal House Weatherstripping
Wooster Home Painter Kit—Rollers, Tray, Brush

- Russell Packaged Bolts
Disston D-23 Hand Saw
Boyle-Midway 3-In-1 Oil Spray Gun,
Plastic Wood in Colors
U.S. Plywood Firzite and Satinlac
Minnesota Mining 3 M "Home and Shop" Abrasive Products
"Scotch" Brand No. 33 Plastic Tape
"Scotch" Brand Masking Tape
Congoleum-Nairn Flooring
Sandvik Saw & Shark Brand Swedish Chisels
Rockwell "Deltashop"
Aluminum Tension Screens by New York Wire Cloth
Penens Challenger Handiboard
Sherwin Williams Super Kem-Tone
Parker Lawn Sweeper
Rawlplug Screw Fastener for Masonry
Atlas Power Table Saw
P & C Hand Forge Tool Co.—Self Servicer Tool Department
Lazy Boy Power Mower
Simoniz Liquid Car Wax
Glamorene Miracle Brush Bath
Telechron Clock—page, color
McCulloch Chain Saw—page, color
Pyrene Fire Extinguisher—page, color (IRHA)
Toro Lawn Mower—page, color
Jonny Mop—page
Coleman Camp Stove—1/2 page, color
Presto Iron—1/2 page
Westclox Clocks—1/4 page
Wilton Vises—1/8 page
Safe-T-Hed Tacks—14 lines
- Oct. 12 Gold Seal Tiles & Congowall—spread, col.
Gold Bond Paint—page, color
GE Toasters—page, color
O-Cel-O Sponge—1/2 page, color
GE Clocks—1/2 page
Proctor Electric—1/4 page
Jamaica Sash & Door—1/8 page
Aerowax—42 lines
- Oct. 19 Telechron Clock—page, color
Wolco Products—1/2 page, color
GE Institutional—1/2 page
Proctor Electric—1/4 page
Strunk Chain Saws—1/4 page
- Oct. 26 Proctor Electric—page, color
GE Portable Mixers—page
Window Shade Manufacturers' Assn.—1/4 page
Aerowax—42 lines

HOME FURNISHINGS

- Oct. 5 Cannon Towels—page, color
Serta Mattress—page, color

- Englander Mattress with Airfoam—page, color
Pacific Sheets—page
Royal Lace Place Mats—1/2 page, color
Linen Supply Association of America—1/4 page
National Institute of Rug Cleaning—14 lines
- Oct. 12 Englander Mattress with Airfoam—page, color
Chatham Blankets—page, color
Bigelow Rugs and Carpets—page, color
Barcalounger Chair—page, color
Allen Rubber-Loc—page, color
Springwall Mattress—1/2 page, color
- Oct. 19 Lane Cedar Chests—page, color
Simmons Beautyrest Mattress—page, col.
Marie Designer Contour Chair—1/4 page
- Oct. 26 Bigelow Rugs and Carpets—page, color
Pacific Sheets—page
Goodyear Airfoam Mattress—page
Nachmann Innerspring—42 lines

RADIOS, TV, RECORDS & INSTRUMENTS

- Oct. 5 Bendix Radio & TV—spread, color
GE Tubes—page
Emerson TV—1/2 page, color
Lester Piano—1/2 page
- Oct. 12 RCA TV—spread, color
Philco TV—spread, color
Motorola Radio & Phonograph—page, color
Sparton Radio & TV—page, color
GE TV—page
Hammond Organ—page
Emerson Radio & Phonograph—1/2 page
Stewart-Warner TV—1/2 page
Westinghouse Clock-Radio—1/2 page
Arvin TV—1/2 page
- Oct. 19 Philco TV—spread, color
CBS Columbia TV—page, color
Stromberg-Carlson TV—page, color
CBS—Hytron Tube—1/2 page
Concert Hall Musical Masterworks—1/2 page
Olympic Radio & TV—1/8 page
- Oct. 26 Admiral Corp.—spread, color
Philco Radio—spread, color
Sylvania TV—page, color
Magnavox Radio & TV—page, color
Motorola TV—page
Raytheon TV—page
Stewart-Warner Radio & TV—1/4 page
Hammond Solovox Organ—1/4 page

OTHER

- Oct. 5 Eastman Kodak—page, color
Wesco Waterpaints—page
Argus Camera—1/2 page
Skyline Projector—1/8 page
Eshelman Junior Auto—14 lines
- Oct. 12 Schick Electric Shaver—page
- Oct. 19 Eastman Kodak—page, color
Remington Rand Shaver—page
Junior Toys—1/2 page, color
Goldberger Doll—1/8 page
- Oct. 26 Argus Camera—page

→ Every week, from now on, 11,880,000

sells appliance men on LIFE

Schick Electric Shaver—page
 "Smokey Bear" by Ideal Toys—1/4 page
 Ideal Toys—42 lines

MAJOR APPLIANCES

- Nov. 2 Magic Chef Range—1/2 page, color
 Nov. 9 Minneapolis-Honeywell Automatic Controls—spread, color
 GE Cleaner—page, color
 Kelvinator Refrigerator—page, color
 Lewyt Vacuum Cleaner—page, color
 Easy Washing Machine—page, color
 Norge Electric Range—1/2 page, color
 Norge Gas Range—1/2 page, color
 Nov. 16 Kelvinator Combination Refrigerator & Freezer—page, color
 Maytag Automatic Washer—page
 Nov. 23 GE Vacuum Cleaner—page, color
 GE Range—page, color
 Kelvinator Refrigerator—page, color
 Lewyt Vacuum Cleaner—1/2 page, color
 Nov. 30 Hoover Vacuum Cleaner—page, color
 Kelvinator Refrigerator—page, color
 Eureka Vacuum Cleaner—1/2 page, color
 Serval Electric Wonderbar—1/4 page
 Roto-Broil "400"—1/4 page

SMALLER APPLIANCES, HOUSEWARES & HARDWARE

- Nov. 2 GE Toaster—page, color
 Reynolds Aluminum Foil—1/2 page
 Westclox Clock—1/4 page
 Nov. 9 O-Cel-O Sponge—1/2 page, color
 GE Clock—1/2 page
 Proctor Toaster—1/2 page
 West Bend Flavo-Matic & Deep Fryer—1/2 page
 Camfield Coffee Maker—1/4 page
 Nov. 16 Aluminum Cooking Utensil (Hallite Line)—page, color
 Telechron Clock—page, color
 Reynolds Aluminum Foil—1/2 page
 Proctor Ironing Board—1/2 page
 Nov. 23 Telechron Clock—spread, color
 Reynolds "Do It Yourself" Aluminum—spread
 Borg Scales—page, color
 Lith-O-Ware Kit & Metal Dishes—page, color
 Pyrexware—page, color
 Counselor Scales—1/2 page, color
 Proctor Zedalon Ironing Cover—1/4 page
 Amplex Flash Bulb—1/4 page
 Nov. 30 GE Christmas & Gift Promotion—spread, color
 GE Clocks—page, color
 Presto Products—page, color
 Black & Decker Utility Tool—page
 Carvel Hall Cutlery—page
 GE Portable Mixer—page
 Rid-Jid Ironing Board—1/2 page, color
 Thermos Brand Vacuum Bottle—1/2 page
 Skil Home Shop Tools—2-1/2 pages
 Saladmaster Kitchen Appliance—1/4 page

HOME FURNISHINGS

- Nov. 2 Cannon Sheets, Towels, Bedspreads—spread, color

- Samson Folding Furniture—page, color
 Mirrors by Libbey-Owens Plate Glass—page, color
 Springwall Mattress—page, color
 Hostess Sets by Libbey Glass—page, col.
 Domestic Sewing Machines—page
 Nov. 9 Englander Mattress—page, color
 Gold Seal Tiles & Congowall—page, col.
 Chatham Blankets—page, color
 Bigelow Rugs & Carpets—page, color
 Necchi Sewing Machine—page, color
 Adler Sewing Machine—1/4 page
 Nov. 16 General Mills Institutional—spread, col.
 Lane Cedar Chest—page, color
 Kroehler Furniture—page, color
 Cannon Sheets—page, color
 Pacific Sheets—page
 Royal Lace Doilies—1/4 page
 Nov. 23 Bigelow Rugs & Carpets—page, color
 Lane Table—page, color
 Heller Hostess Ware—1/4 page
 Nov. 30 Cannon Towels—spread, color
 Lane Cedar Chest—spread, color
 Barcalounger—page, color

RADIOS, TV, RECORDS & INSTRUMENTS

- Nov. 2 Philco TV & Hi-Fidelity—spread, color
 GE TV—page
 Emerson Radio & Phonograph—page
 RCA Hi-Fidelity—page
 Nov. 9 Philco TV—spread, color
 Bendix Radio & TV—spread
 Westinghouse TV & Radio—page, color
 Stromberg-Carlson TV—page, color
 RCA Victor TV—page
 Emerson Radio & Phonograph—1/2 page
 Stewart-Warner TV—1/4 page
 Olympic Radio & TV—1/4 page
 Nov. 16 Philco Radio—spread, color
 GE Tubes—page
 GE Radio—page
 Motorola Table Radio—page
 CBS Columbia TV—page
 CBS-Hytron Tube—1/2 page
 Emerson Radio & Phonograph—1/2 page
 Westinghouse Radio & TV—1/2 page
 Nov. 23 Admiral TV—spread, color
 Philco TV—spread, color
 Westinghouse Radio & TV—page, color
 Raytheon TV—page
 Hammond Home Organ—1/2 page
 Stewart-Warner Radio & TV—1/4 page

- Olympic Radio & TV—1/4 page
 Nov. 30 GE Radio—spread, color
 RCA Victor TV—spread, color
 Philco TV & Radio—spread, color
 Magnavox TV—spread
 Stromberg-Carlson TV—page, color
 Sylvania TV—page, color
 Hammond Home Organ—page
 Emerson Radio & Phonograph—1/2 page
 Stewart-Warner TV & Radio—1/4 page
 Steelman Phonograph & Radio—56 lines

OTHER

- Nov. 2 Simplicity Garden Tractors—page, color
 Roadmaster Bicycle—page, color
 Hassenfeld Toys—page, color
 Hand Puppets by Bakelite—1/4 page
 Keystone Camera—1/4 page
 Welsh Doll Carriage—1/4 page
 Eshelman Junior Auto—14 lines
 National Institute of Rug Cleaning—14 lines
 Nov. 9 Chris-Craft Boats—page
 Eastman Kodak—page
 Schick Electric Shaver—page
 Argus Camera Gift Box—1/2 page
 Sayco Dolls—1/4 page
 Ideal Toys—42 lines
 Nov. 16 Eastman Kodak—spread, color
 Schick Electric Shaver—page
 Betsy McCall Dolls by Bakelite—1/4 page
 Hercules Powder Plastics Doll—1/4 page
 Ideal Toys—42 lines
 Nov. 23 Toy Manufacturers of U.S.A.—page, color and 12 pages, black and white
 National Homes (Prefabricated)—page, color
 Toys made of Styron—page, color
 Schick Electric Shaver—page
 Doughboy Inflatable Toys by Bakelite—1/2 page, color
 Ansco Camera—1/2 page
 Pressman Toys—1/4 page
 Peerless Plastic Christmas Tree—1/4 page
 Nov. 30 Western Auto Supply Christmas Toys—spread, color
 Argus Camera—spread, color
 Eastman Kodak—page, color
 Keystone Camera—page, color
 Schick Electric Shaver—page
 Junior Toys—1/2 page, color
 Doepke Model Toys—1/2 page, color
 Goldberger Doll—1/2 page



9 Rockefeller Plaza, N. Y. 20, N. Y.

First in circulation
 First in readership
 First with appliance dealers

households* will be Christmas shopping in LIFE

*From: A Study of the Household Accumulative Audience of LIFE (1952), by Alfred Politz Research, Inc.

DISTRIBUTORS WANTED



... to introduce our NEW LINE of
low-cost 1-year guarantee
HARRISON WATER HEATERS
in addition to our finest quality models.

Here's high efficiency, economy, beauty
... the deluxe look that sells on sight ...
to bring you new higher volume and higher
profits on competitive housing projects,
low-cost replacement and remodeling jobs.

Ask about an EXCLUSIVE FRANCHISE
for our complete line of fine heaters to

increase your profits!

SEND THIS COUPON NOW

Harrison STEEL CABINET COMPANY
4718 West Fifth Ave., Chicago 44, Ill.

Please send more information on HARRISON
WATER HEATERS

Name _____
Company _____
Street _____
City _____

Used Appliances Move Out Fast

CONTINUED FROM PAGE 92

has caught the knack of selling used appliances. A customer walks in. If he is interested in a used washer, say, this prospect is turned over to McPhail.

"I may talk with that prospect fifteen minutes," says McPhail, "before I show them anything."

"First, I want to know the name of the washer they are now using. If they like it, they will divulge it. If they want another, they inform me of that, too."

"Next, I want to know about what they wish to pay. I take it for granted this question will not offend a used buyer as it might a prospect for a new appliance."

"After I have the above information, I talk around to learn the size of the family and the size of the washing they intend doing."

With this information, McPhail knows exactly the washer he is going to sell. The used appliances are kept in a separate building, three doors from the Corral. Leading the way, McPhail escorts his prospect to the used appliance store and directly to the washer he has decided to sell.

"This is the washer for you," McPhail begins. "This washer is just as it was taken in (if that is so). You can readily see it was never abused. The only reason it was traded in was because the owner decided she wanted one of the new automatic types."

McPhail goes on along this line selling what is left in the machine. As could be expected, the average customer wants to look at all the other washers that are on the floor. McPhail lets them look, but he never budges an inch from the one he has decided to sell.

"If you let the customers talk every washer on the floor," he says, "they are going to become confused. They forget what they have been told about any one machine and then can't make up their mind which one they should buy."

Seeing that McPhail isn't going to tag along and satisfy their curiosity, they come back to where he is. Then McPhail picks up the selling with, "This is the machine that's best for your purpose. That's why I'm showing it to you. Forget these others. They are not for you."

Every used buyer is looking for a bargain and is assuming that the first owner has taken all the depreciation. What they want is service at a minimum of expense.

Don't Oversell Appearance

"Appearance is a big factor," says McPhail. "And if you can size up your prospect correctly, you will know whether to dwell on the appearance or let the appearance speak for itself. With some buyers you can oversell the appearance and they get the impression they are going to have to pay for it."

Refrigerators are the easiest used appliance on the floor to sell, McPhail believes, because as long as one per-

forms the customer can't go wrong buying it, for an operating unit is worth the monthly payment just to use.

"We guarantee every used appliance we sell," says manager Olson, "but with the stipulation that if one breaks down we have the right to take it back and allow the purchaser the amount paid in on another. We will not commit ourselves to rebuilding any used appliance if the cost would amount to more than the item would be worth. Customers are satisfied with our arrangement and we have no trouble when an adjustment occurs."

But how does McPhail get the price he asks in order to get the profit his deals show?

"Just ask your price," says McPhail. "The average new appliance salesman can't do this. He is new-appliance minded. His thinking is geared to product and features. My thinking is geared to selling the service left in the old appliance, at the sacrifice of the new features."

"I think as my prospects are thinking, not as a new appliance prospect thinks. Actually all the average used buyer is interested in is an appliance that will do a job. Satisfy a need at a price they are willing to pay."

A Fair Price

"You will note that I said a price they are willing to pay, not a price they can afford. Many of my customers can well afford to buy the latest appliance on the market. But they have decided what they figure an appliance is worth to them. And they go out to find it, not steal one."

"There is a little gimmick here," adds Olson. "You will note that we have none of the cheaper models of the lines we handle on our new showroom floor."

"In order to move the used stuff, there has to be a fairly wide spread between the price of the new and the used. If we were showing, say, new refrigerators in the low price range, it would make our used stuff looked comparatively high. And many used buyers would then buy a new, cheap box instead of buying a used, higher priced model."

This being true, many appliance dealers are defeating their intent and purpose by stocking the new, cheaper, models, holds McPhail.

"In selling a used appliance," he continues, "I never mention its age by quoting the year it came out. No one, even those in this business, can tell the year a certain model came out without first looking up the serial number. It isn't the age, it's the mileage, as the successful used car salesmen say. And that holds true with used appliances."

McPhail will seldom consider a trade-in on a used appliance.

"Used buyers understand this," he says. "I never get a used buyer for the first time. All have bought used appliances before and continue buying them as long as they live." End

Today, television buyers want cabinetry that's worthy of the center of interest in the home.

You have it—in this decorator-designed 1954 Stromberg-Carlson line. Its styling stands out in *any* company.

AND you have two other big PLUS features to help you close the sale—

PANORAMIC VISION—for the widest viewing angle in television...

TOP UHF and VHF performance—proved by actual field tests, even in tough fringe areas.

For quality TV merchandising at a profit—display and demonstrate STROMBERG-CARLSON now!



The EMPIRE—a new concept in functional TV cabinet design, with disappearing space-saving tambour doors. In comb-grain limed oak or Honduras mahogany veneers. 24-inch Panoramic Vision picture.



Standout Styling gives you a Selling Plus with **STROMBERG-CARLSON**

The CLASSIC (decorated)—Most distinguished cabinet in TV. Individually hand-decorated with authentic Chinese legend design on ivory, red or ebony lacquer. 21-inch Panoramic Vision picture.



The HEPPLEWHITE—the charm of traditional styling, authentically interpreted in fine hand-rubbed mahogany veneers. 21-inch Panoramic Vision picture.



Prices range from \$249.95 including excise tax and warranty

"There is nothing finer than a STROMBERG-CARLSON."

Stromberg-Carlson Company, Rochester 3, N. Y.

Now... to make the best Hotpoint has built the

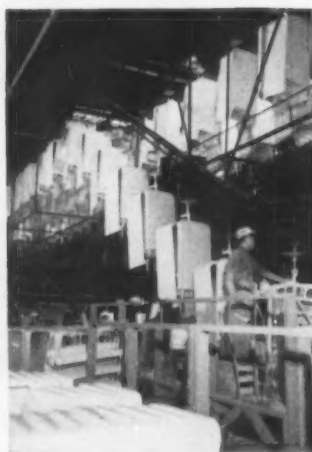


From the industry's newest and most modern refrigerator plant will come the classic of all fine quality refrigerators.



Combining the refrigerating unit assembly with the cabinet is a hand operation, but a relatively simple one, because the unit fits into place on frame members, hangers, and brackets especially designed for the unit.

The main assembly conveyor line, which carries all component parts, goes directly into the component parts department, instead of having the component parts brought to the line. Main assembly line schedules are met right in their own departments. Lost motion is reduced to a minimum.



Cooling units in operating test take two hours to pass through this air-conditioned test room, where constant temperatures and humidities are maintained. Operators check for proper operating characteristics, such as wattage, noise, freezing ability, and frost lines.

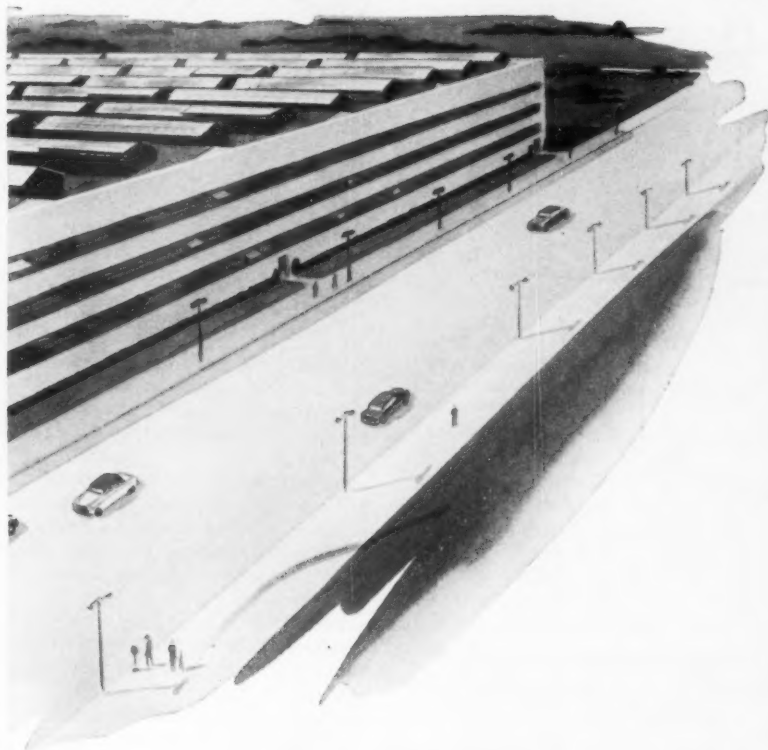
Hotpoint

...the Pacemaker

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS

franchise even better—

World's Finest Refrigerator Plant!



◀ In this brand-new Hotpoint refrigerator plant, which occupies over 1,000,000 square feet of floor space, machines throughout the plant were especially designed for Hotpoint's highly engineered refrigerator operations. Here, one refrigerator can be produced every 40 seconds, and each refrigerator is rigidly tested 14 times. This is the most advanced engineered production plant in the entire appliance industry. Each year, more than 60,000,000 lbs. of steel, 2,000,000 lbs. of copper and stainless steel, and 3,000,000 lbs. of vitreous enamel will be used to produce the finest refrigerators the world has ever known.

of Progress!

FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS • CABINETS
HOTPOINT Co. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

MORE REASONS WHY HOTPOINT *is your most Valuable Franchise*

1. A Full Line of Quality-Proved Appliances.
2. Backed by Extensive National Magazine Advertising.
3. Plus Radio and Television With the Smash-Hit—"The Adventures of Ozzie and Harriet."
4. Plus a Liberal Local Dealer Co-operative Advertising Program.
5. A Year 'Round Promotional Program With All Promotions Planned and Timed to Provide Greatest Selling Advantage At Retail Level.
6. A Comprehensive Sales Training Program.
7. Consumer Recognition of the Finest Quality Complete Appliance Line.
8. Hotpoint's Understanding of Your Problems With an Eagerness to Assist in Solving Them.
9. With Constant Engineering Research to Keep Hotpoint Years Ahead of the Industry.
10. Hotpoint is the Most Aggressive and the World's Largest Exclusive Manufacturers of Major Electric Appliances.

If You're Planning for Progress in 1954, You'll Be Wise to Talk Over the Advantages of Hotpoint's Full-Line Franchise With Your Hotpoint Distributor.



Somebody DO something

THAT'S NOT just *one* woman's plea. Millions of housewives are looking for an escape from the drudgery of hanging up the week's wash. And no wonder. A gal has to tug like a Volga boatman to get the line up—and that's only the beginning. By the time she carries out the wet clothes, hangs 'em up, takes 'em down and lugs them back inside she feels like *she's* been through the wringer.

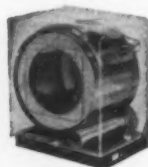
Here's what *you* can do. Sell those weary women automatic dryers equipped with the Lovell Drying System. They'll love you for it. And you'll love the profit you make. Use the Lovell Drying System features below.

1. Thermostatic Control:
 - (a) Dial provides for ten degrees of dryness.
 - (b) Automatic shut-off at desired dryness.
2. Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.

3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.
4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.
5. Air-cooled Cabinet allows easy access for cleaning.
6. Easy-to-clean Lint Trap.
7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.
8. Outdoor Humidity Vent is easily connected at rear.
9. Handy Clean-out Duct to remove sand, small objects.

The Lovell Drying System is used in 15 leading makes of tumble-type dryers, both gas and electric. Lovell Mfg. Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.

America's newest household blessing



Drying System

ELECTRIC and GAS

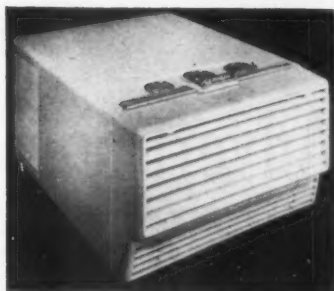
Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



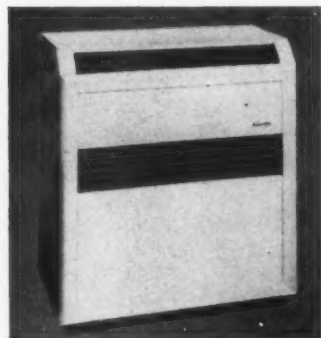
REMINGTON Air Conditioners

Remington Corp.,
Auburn, N. Y.

Models: Remington 1954 air conditioner line includes $\frac{1}{2}$, $\frac{3}{4}$, $1\frac{1}{2}$ h.p. deluxe and a $\frac{1}{2}$ h.p. master window models, plus 2 console models $1\frac{1}{2}$ and 1 h.p.

Selling Features: Window models ventilate, circulate, filter and eliminate noise with or without cooling and dehumidification; insulated, resilient-mounted for quiet operation; $\frac{1}{2}$ and $1\frac{1}{2}$ h.p. units designed with 1-piece tubular housing which permits installation almost entirely inside or outside room to comply with zoning laws, etc. Chassis of these models are interchangeable in same tubular housing.

2-stage fans in $\frac{1}{2}$ h.p. deluxe provide constant ventilation regardless of cooling action; deluxe $\frac{1}{2}$ and 1 h.p. models have thermostats for automatic temperature control as standard equipment. On other models temperature control is optional. Electric heating is also optional with $\frac{1}{2}$, $\frac{3}{4}$, 1 h.p. window models and the 1 h.p. console.



New "Twin-season heating" $1\frac{1}{2}$ h.p. console, factory equipped with automatic thermostat control and electric heating unit; dark or blond mahogany cabinets.

Air-cooled Director 1 h.p., and Overton $1\frac{1}{2}$ h.p., easily installed; require no plumbing or drain connections. Water-cooled units may be installed where outside air source is not available. All models supplied for 115 or 230 volts d.c., and 208 or 230 volts a.c.



RCA Estate Range

RCA Estate Appliance Corp.,
Subsidiary of Radio Corp. of America,
Hamilton, Ohio

Model: New promotion-priced RCA Estate range No. 5314.

Selling Features: Automatic clock control of oven and appliance outlet; chrome top lamp; self-winding minute minder; oven light and window; Electric-cooker with up-down unit; one super-size utensil drawer; 2 regular utensil drawers.



GE 1954 Refrigerators

General Electric Co.,
Louisville, 2, Ky.

Models: Restyled 1954 G-E refrigerator line of 8 models includes 2 combination refrigerator-freezers, 1 automatic defrosting model and 5 manual defrosting models.

Selling Features: Combination refrigerator-freezer LH-121, 2-door model, and LM-100, single door



Lazy Susan semi-circular Shelves

model, feature new-type revolving, semi-circular, Lazy-Susan type shelves that are also adjustable to varying heights.

New-type door shelves, adjustable in height and removable for cleaning are also available in all but the 3 smallest models.

Two folding racks for horizontal storage of tall bottles at left of fresh food compartment are included in the 2 combination models. Both models have separately insulated, separately refrigerated frozen food compartments made possible by the dual "twin-system" refrigeration system which provides zero-range temperatures for frozen foods and even, moist cold for fresh foods. A refrigerated aluminum liner in freezer compartment holds food safely for periods up to a year. "Temperator," a downward tilted refrigerated coil in fresh food compartment defrosts automatically without use of heaters or timers.

2-Door LH-121 has 12.1 cu. ft. capacity; 3 revolving shelves; an ice cream rack that holds 24-gal. and 2 pt. containers; two 4-can dispensing racks for frozen juices in freezer compartment, which holds 77 lbs. frozen food.

Single-door LM-100 has 10 cu. ft. capacity, 2 revolving shelves; freezer compartment holds 42 lbs. frozen food.

Automatic defrost model LD-113, has 11.3 cu. ft. capacity; an across-the-top freezing compartment with side-hinged latching door, and holds 39 lbs. frozen food. Porcelainized steel meat drawer fastens to underside of sloping aluminum baffle under evaporator; "Mini-Cube" ice tray, butter compartment, 2 half-width vegetable pans; and adjustable, removable door shelves. 4 shelves, 2 are sliding and adjustable; 4 removable door shelves, 3 can be adjusted. Defrosting is accomplished with sealed heating unit built into evaporator. Defrost unit is turned on automatically by a "Frost Limitor," frost-limiting device.

Manual Defrost are available in 9.2 and 7.6 cu. ft. capacities in Deluxe and standard models. LB-92 deluxe has 2 half-width stacking vegetable pans, 3 door shelves, 2 of which are removable and adjustable, the third removable only. LA-92 has one half-width vegetable pan; 2 removable, adjustable door shelves; 3 full width cabinet shelves, 2 adjustable.

LB-76 deluxe has a full-width vegetable pan and 3 door shelves. Standard LA-77, has 7.7 cu. ft. ca-

capacity—the apartment house and builder model featuring durable, low-cost construction.

NB-4, 4-cu. ft. undercounter model for small apartments has a chiller tray and work surface top.

Copper exterior trim is featured on all models.

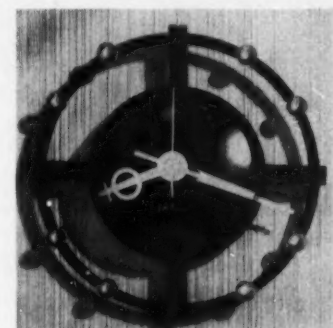


APEX Cleaner

Apex Electrical Mfg. Co.,
Cleveland, O.

Device: Apex swivel top canister cleaner "Dyno-Cleaner."

Selling Features: Equipped with a motor with $\frac{7}{8}$ h.p. input rating; swivel-top pivots 360 degs., providing "round-the-room" cleaning ease; extra-large throw-away paper dust bag; complete with tool set including rug nozzle, upholstery tool, floor and wallbrush, round dusting brush, crevice tool, rubber hose, swivel connector and 2 extension tubes; all-steel body, rubber bumper to prevent furniture marring; French blue and beige finish.



SETH THOMAS Clock

Seth Thomas Clocks Div.,
General Time Corp.,
Thomaston, Conn.

Model: "Silhouette" decorative wall clock.

Selling Features: Black plastic case with futuramic hands of sprayed golden bronze; polished brass spheres and black sticks mark hours; $10\frac{1}{2}$ in. diam.; $2\frac{3}{4}$ in. deep; self-starting electric time.

Neighborhood News

FOR APPLIANCE DEALERS

PRESENTED BY

Family Circle

MAGAZINE

N. J. Dealers Tie In With Family Circle Advertising To Sell Speed Queen To Neighborhood Customers



Speed Queen washers at Wilderotter & Co., Newark, N.J., promoted "as advertised in Family Circle" to attract neighborhood supermarket shoppers. Here, Fred Ressler, Sales Manager of All-State Distributors, discusses merchandising with Louis Baron of Wilderotter's.



Attracted by the Family Circle display card, a customer hears a Wilderotter salesman explain advantages of a Speed Queen automatic washer.

Cory Perc Advertised In December Family Circle

In Family Circle's December issue, Cory Corporation will give all 4,000,000 readers a look at its new percolator, the Cory Perc.

In Family Circle sectional editions, O'Keefe & Merritt and Rheem Mfg. Co. will advertise gas ranges—O'Keefe & Merritt in Safeway-California, Butt and Weingarten editions; Rheem's Wedgewood range in Safeway-California and Northwest editions. Also, the American Gas Assn. will feature the Gaffers & Sattler range in the California, Northwest and Mountain Safeway editions. The John Oster Mfg. Co. will advertise its Osterizer in both Northwest and Midwest Safeway editions.

Newark dealers merchandise appliance advertising in Family Circle Magazine to attract nearby supermarket customer traffic into their stores

Newark, N. J. Fred Ressler, Sales Manager of All-State Distributors in Newark, describes a Speed Queen promotion using Family Circle advertising displays as "the first time we've been able to tie national advertising directly to our stores' neighborhood prospects—the supermarket shoppers. It has helped our dealers gain new business right in their own neighborhoods."

This promotion was organized by the president of All-State, Sidney Koenig, after he read an issue of Neighborhood News which reported on the concentration of supermarket customers around appliance stores—customers who buy Family Circle in the supers and are in neighborhood stores week after week.

This nationwide Family Circle survey, now in its second year, shows 72% of neighborhood appliance stores' best customers concentrated within 1½ miles of the stores. At the same time, these studies indicate that 75% of the families who buy Family Circle in the nearby supermarket live in the same best appliance customer area.

The opportunity for New Jersey Speed Queen dealers to use national advertising to reach neighborhood prospects was so attractive that leading stores are giving the promotion full play, with some stores putting Speed Queen—

Family Circle displays in both windows and interiors.

As an example of intensive appliance merchandising, Wilderotter & Co., large neighborhood appliance and furnishings store, placed Speed Queen "as advertised in Family Circle" cards on several displayed Speed Queen washers. Louis Baron, General Manager, reported, "It was one of the most effective merchandising promotions in terms of customer recognition we have ever had." Wilderotter's is less than ¼ of a mile from an Acme supermarket where Family Circle is sold at all checkout stands.

When Reg James, Speed Queen General Sales Manager, commented about the growing proportions of the Newark promotion, he said, "During the four years in which we've been advertising in Family Circle, we've found that this advertising promotes sales in the areas where dealers want it most—their own neighborhoods. This Newark promotion is the kind of neighborhood Family Circle tie-in that produces sales."



In Family Circle window display at Belmont Furniture House, C. Wyglendowski, store owner, shows features of Speed Queen to a prospect.

Family Circle Is Sold in All These Grocery Chains and Supermarkets Exclusively:

ALBERS

AMERICAN (Incl: Acme, Asco, Danahy-Faxon, Giant Tiger, Nu-Way)

BOHACK

BUTT (HEB Stores)

DIXIE HOME (Incl: Lower Main Super Markets)

FIRST NATIONAL (Incl: Finast)

GRAND UNION

H. G. HILL

JEWEL

KROGER

RED OWL

SAFeway

WEINGARTEN

WINN AND LOVETT (Incl: Kwik Chek, Margaret Ann, Lovett, Steiden, Table Supply)

**Set Up Your Own
Neighborhood Promotion
With Advertising Displays
From Family Circle**

Free—your own neighborhood promotion to reach Family Circle supermarket shoppers concentrated in your neighborhood! Just mail this coupon for the free merchandising displays. In windows or inside your store, these cards will tell neighborhood supermarket shoppers that you carry the appliances they saw advertised in Family Circle Magazine.

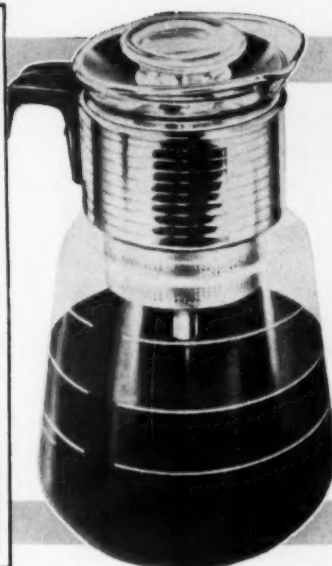
**FREE
DISPLAY
CARDS
FOR
COUNTERS
AND
WINDOWS**

JUST FILL IN AND MAIL COUPON
Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from the December issue of Family Circle:

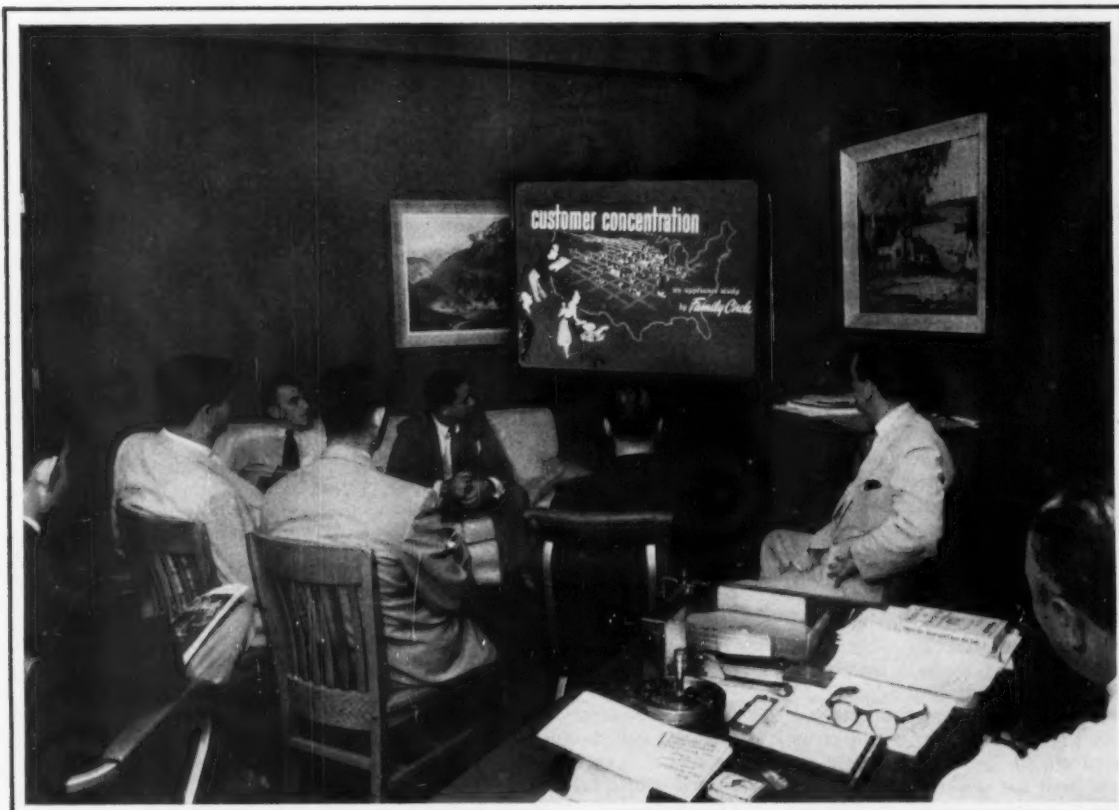
- | | |
|--|--------------|
| <input type="checkbox"/> CORY PERCOLATOR | No. of cards |
| <input type="checkbox"/> O'KEEFE & MERRITT RANGE | " |
| <input type="checkbox"/> WEDGEWOOD RANGE | " |
| <input type="checkbox"/> AMER. GAS ASSN. (Gaffers & Sattler Range) | " |
| <input type="checkbox"/> OSTERIZER | " |

Name _____
Store _____
Address _____
City _____ Zone _____ State _____



Part of a continuing campaign for Cory appliances, this advertisement will be in all editions of December Family Circle to reach 4,000,000 Family Circle reader-families concentrated around appliance dealers' stores.

**Sales Staff of Newark's All-State Distributors See How
Family Circle Families Are Concentrated Around Appliance Stores**



Sidney Koenig, President of All-State Distributors in Newark, N. J., puts on a Family Circle Magazine show for his sales staff. Film presentation of Family Circle's neighborhood customer concentration survey shows salesmen that Family Circle reader-families are concentrated in appliance dealers' best customer neighborhoods.

**Appliance Advertisers in
Sectional Editions of
December Family Circle**

O'KEEFE & MERRITT advertises its ranges in Safeway-California, Butt, and Weingarten editions of Family Circle.

RHEEM MFG. CO. advertises the Wedgewood range in Safeway-California and Safeway-Northwest editions of Family Circle.

AMERICAN GAS ASSOCIATION features Gaffers & Sattler ranges in Safeway-California, Safeway-Northwest, and Safeway-Mountain editions of Family Circle.

JOHN OSTER MFG. CO. advertises Osterizers in Safeway-Northwest and Safeway-Midwest editions of Family Circle.

FAMILY CIRCLE MAGAZINE

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES



CORY Automatic Percolator

Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.

Device: Cory "Crown Jewel" automatic percolator.

Selling Features: Swedish modern styling; stainless steel body with 24-k. gold-plated die-cast metal base; Raffia-style cane colored heat-proof plastic handle and trim; has new automatic Cory "Taste-O-Matic" flavor control which automatically controls brewing to any desired strength and stops when cycle is finished; automatically keeps coffee warm as long as desired; new high-speed brewing element; new type pouring spout and Magic Vent coffee basket designed to allow proper aeration of coffee during brewing cycle; cup markings are on basket and brewer for proper measurement of coffee and water without added accessories; 4 to 9 cup capacity.



G-E Clothes Dryer

General Electric Co.,
Louisville, 2, Ky.

Device: G-E clothes dryer, DA-621. **Selling Features:** New dryer will sprinkle dry clothes for ironing; improved lint trap has double filter that removes more than 98 percent lint, eliminating need for outside venting for lint.

Operates by 2 dials mounted on 4-in. backplaster; "conditioner dial" can be set at "high" or "low" temperature for drying—a 3rd setting allows dryer to operate without heat for sprinkling or fluffing. Second dial starts operation and controls length of cycle.

From 4 to 6 lbs. dry clothes can be sprinkled for ironing within 30-min. by means of a drum-width, perforated metal sprinkling cylinder filled with water and inserted into special sockets in drum—motion of rotating drum causes water to be released through perforations and distributed evenly onto clothes.

NEW PRODUCTS

Other features of dryer include insulated double-panel door with knee-action latch, door gasket prevents hot air and lint from escaping; ozone lamp adds oxygen to air; up to 9 lbs. can be dried at proper heat level through adjustment of conditioner dial; cycle can be interrupted to add pieces. Convertible from 230 to 115 volt operation and reconverted to 230 volt operating when desired.



G-E Ranges

General Electric Co.,
Louisville, 2, Ky.

Models: G-E 1954 range line includes four 40-in., two 36-in. and two 24-in. ranges.

Selling Features: All models have, 5 deluxe features: push-button controls; new extra-high speed Calrod surface units; new large-capacity wide-opening oven; new Calrod "Focused-heat" broiler, and Calrod units throughout.

Wide-opening, large capacity, master oven introduced earlier in new 24- and 36-in. ranges is standard through 1954 line; oven has capacity for four 8-in. cake layers on one rack—measures 21 in. wide, 18 in. deep, 15 in. high.

All-enclosed bake and broil units are removable; "Focused-heat" broil unit has aluminized steel reflector embossed to reflect radiant heat in concentrated pattern. Other oven features include removable no-stain oven vent; compressed glass wool insulation; counterbalanced door; 2 lock-stop racks with 12 shelf positions.

Surface units are located farther apart: all units of new slim, flat-top construction. A fuse receptacle and duplex appliance outlet in a single device is mounted at right side of back panel. Storage drawers have nylon rollers.

Deluxe 40-in. models Liberator, J-408, double-oven, and Stratoliner, J-402, single oven, have pushbutton lights in 5 colors; pepper and salt containers recessed into back panel with small heating unit to keep salt dry. Centered on control panel is an oven timer which turns oven on, off and automatically resets itself for manual operation; 2-speed minute timer; 2 fluorescent bulbs—one over control panel and the other over work surface. Both models have 2 base storage drawers. Stratoliner has a warmer drawer,

and an automatic deep well fryer with a thermostatically controlled immersion element that operates at 220 volts.

Medium priced Mainliner J-406, double-oven model and single oven Speedster, J-401 have push-button controls; a red dot impressed on front side of "off" becomes visible when any heat position is selected; a master indicator light glows red as long as any surface unit is in operation.

4 Spacemaker models announced earlier—36- and 24-in. sizes round out the line.



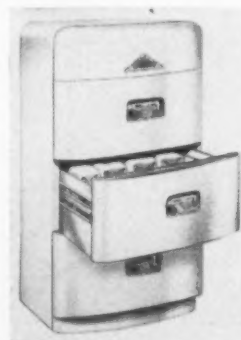
FLAVO-MATIC Percolators

West Bend Aluminum Co.,
West Bend, Wis.

Model: 2 new Flavo-Matic automatic percolators, Nos. 3279E and 3245E.

Selling Features: No. 3279E, 8-cup model, of chromium plated aluminum; molded plastic legs and handle; thermostatically controlled; 450 watts, 115 volts a.c. only; brews coffee automatically and stops perking when coffee is brewed and keeps coffee hot for serving.

No. 3245E, 2-to-5 cup capacity; aluminum with molded plastic base, legs and handle thermostatically controlled; 325 watts 110-120 volts a.c. only; completely automatic operation.

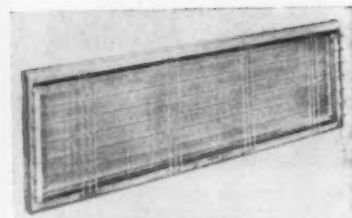


ICEBERG Freezer

Iceberg Freezer Corp.,
203 N. Wabash Ave.,
Chicago, 1, Ill.

Device: Iceberg drawer-type upright freezer for home use.

Selling Features: Has 19 cu. ft. capacity; only one drawer at a time need be opened; automatic defroster; controlled temperatures prevent ice formation on packages of food; continuous circulation of cold air throughout each of 3 drawers; drawers mounted on rollers for finger-tip opening and closing.

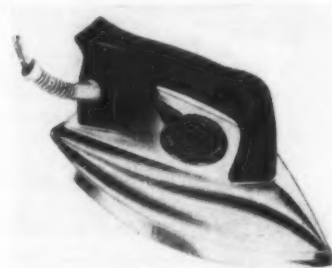


BERKO Heat Panel

Berko Electric Mfg. Corp.,
212-40 Jamaica Ave.,
Queens Village, N. Y.

Device: New low boy heating panel No. LC-230.

Selling Features: Especially designed for heating rooms with large window areas, and low sills; uses a stainless steel and carbon contact which provides reliable method for contacting the silver strip on glass; can be installed end to end; heating unit consists of a sheet of Pyrex glass 36 x 8 in. thick; 750 watts, 230 volt entire back surface of glass is treated with electrical conductive coating approximately 16-millionth of an in. thick, to provide an even surface temperature; outer frame from 20 gauge CR steel; bonderized before satin aluminum gray finish is applied; all units equipped with Kromolite plated guards.

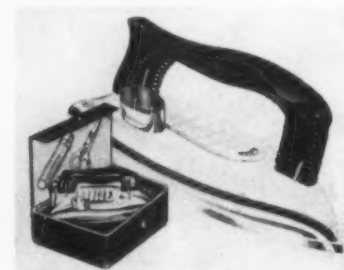


DOMINION Irons

Dominion Electric Corp.,
150 Elm St.,
Mansfield, O.

Models: Dominion automatic iron No. 1017 and travel irons Nos. 1028 and 1027.

Selling Features: No. 1017 automatic is chromium plated; easy grip plastic handle has right and left-hand thumb rests; automatic fabric temperature selector; weighs 3½ lbs.; 1000 watts element in special alloy soleplate; 110-120 volts a.c. only.



Fold Away travel iron No. 1028, has heat indicator; chromeplated with sewing kit which includes scissors, needles, buttons, pins thimble and assorted threads; 325 watts; 110-125 volts a.c. or d.c. iron and kit weighs 2 lbs. 6 oz. No. 1027 same as No. 1028 with zipper carrying case; weighs 1½ lbs.

Why Victor Dealers are happy in this "Buyer's Market"

When merchandise has to be SOLD—When mere
"order takers" are insufficient—When real SALES-
MEN have to take over and do a bang up job of
honest-to-goodness old fashioned SELLING...

PRODUCTS *with superior features...like Victor*

PRODUCTS *of greater valuelike Victor*

PRODUCTS *with important pluses....like Victor*

*Are The Easiest to Sell
The Most Profitable To Push!*

● IN VICTOR UPRIGHT QUICKFREEZERS • IN VICTOR CHEST-TYPE QUICKFREEZERS
IN VICTOR DEHUMIDIFIERS • IN VICTOR AIR CONDITIONERS



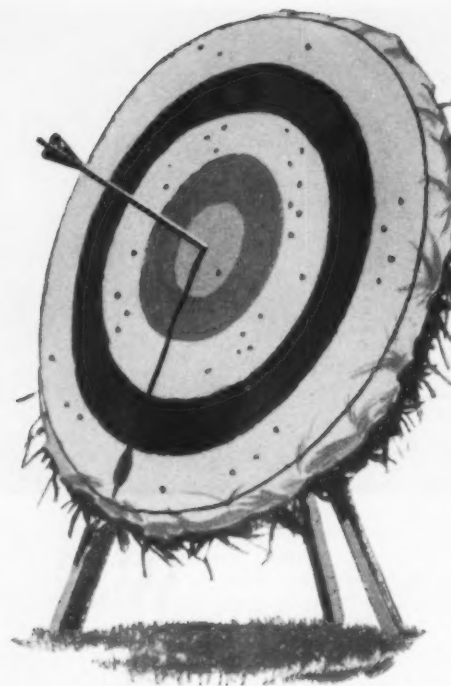
Write FOR PROOF • LEARN THE EXTRA ADVANTAGES OF GETTING A VICTOR FRANCHISE *Today!*

VICTOR PRODUCTS CORPORATION, HAGERSTOWN, MARYLAND

Gentlemen: Please send
complete details on the Victor
products checked.

- ☐ Upright Quickfreezers
- ☐ Chest-type Quickfreezers
- ☐ Air Conditioners
- ☐ Dehumidifiers
- ☐ Commercial Refrigeration

Name _____
Address _____
City _____
State _____



Diana hits the bull's-eye!

Overnight, "Diana-style Youngstown Kitchens,"
symbolized by this insignia, become the
most powerful words in kitchen sales

The biggest kitchen news in 23 years!

That's what the new Youngstown Kitchens Diana Ensemble Sinks and Diana-style Youngstown Kitchens mean to dealers. Now, a Youngstown Kitchen dealer's franchise is worth more than ever.

As one dealer put it—"Diana's hitting the sales bull's-eye every time. She just can't miss—with those wonderful basic advantages."

What are these basic advantages? With the Diana Ensemble Sink, the prospect no longer chooses "a" sink. Instead, she *plans* exactly *the* sink she wants.

With the dealer's help, she selects from 16 major storage, convenience and beauty features—to build her own individual sink ensemble.

In this new way, you can literally build a sink with the features of your prospect's choice . . . in *any* kitchen. That means thousands of additional doors are open to the Youngstown Kitchens dealer—from the smallest, most compact apartment-type kitchen to the kitchens of the most costly homes in your community.

Selling Youngstown Kitchens is even easier, more profitable than ever. Please contact your Youngstown Kitchens distributor; or write: *Youngstown Kitchens, Mullins Manufacturing Corporation, Dept. EM-1153, Warren, Ohio.*



Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

NOVEMBER, 1953—ELECTRICAL MERCHANDISING



G-E Dishwashers

General Electric Co.,
Louisville, 2, Ky.

Models: G-E 1954 dishwashers SU-60 and Custom SE-60.

Selling Features: SU-60, a new quick-loading, undercounter dishwasher that can be loaded without removing or sliding rack, features an open-center upper rack that permits loading of upper and lower racks at the same time and has a 1½-in. height adjustment.

Top-loading and front-opening, the unit can be installed under new or existing countertops; where permanent installation is impractical, the dishwasher can be converted into a roll-around model. (Conversion kit includes a caster base assembly, cord set and inlet and drain hose.)

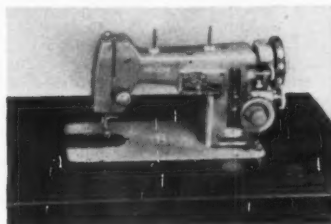
Control mechanism makes it possible to repeat, skip or interrupt any stage in wash cycle and permits pre-heating plates for serving hot food.

Custom SE-60 is the same dishwasher with a sink—dishwasher slides under porcelain drainboard on right side.

Automatically pre-rinses twice, washes, triple-rinses, dries and shuts itself off. Hinged covered detergent cup; color-coded signal light above control dial shows operation progress at a glance.

Dishwasher sink has a 1-control faucet mounted on backsplash; illuminated sink bowl; automatically illuminated utility compartment; mounted on door is a non-corrosive, removable trash basket, paper towel dispenser, double towel rack and 2 utility shelves; full-floor shelf and side-wall shelf.

A drain opening sized to accommodate a food waste disposer; acid-resistant porcelain sink and work surface; built-in faucet aerator are other features.



NECCHI Sewing Machine

Necchi Sewing Machine Sales Corp.,
164 W. 25th St.,
N. Y. 1, N. Y.

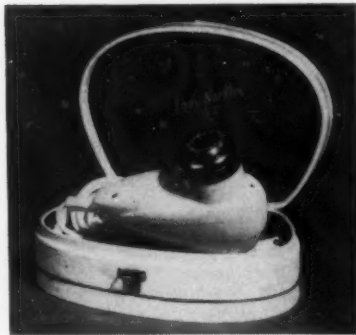
Model: New 1954 Necchi "Mira" sewing machine with 2-speed motor.

Selling Features: New machine fits

NEW PRODUCTS

into any Necchi cabinet; features a new motor with switch control built-in, independent of rheostat, permitting speed reduction at flick of a lever—at low speed, 600 rpm, at high, 1000 rpm.

Equipped with wonder wheel for ornate type stitches and mechanical threader; new built-in light throws beam on sewing; red light on front plate indicates motor is on.

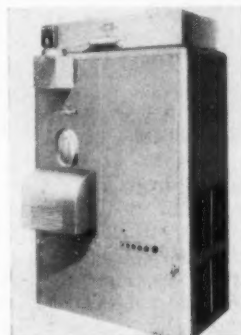


NORELCO Razor

North American Philips Co.,
100 E. 42nd St.,
New York 17, N. Y.

Model: Lady Norelco in new case. **Selling Features:** Lady Norelco, designed for women; light weight; shaped to fit the hand; has all features in other models including rotary action head, self-sharpening cutters, quiet brush-type motor; new case of green and white leather.

Other Norelco shavers include Sportsman—self-contained battery shaver, and Norelco rotary action double header.



FRIGIDAIRE Conditioner

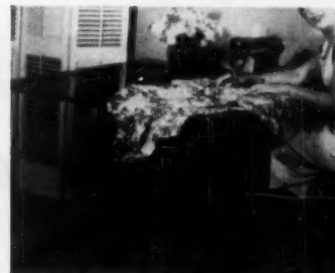
Frigidaire Div., G.M.C.,
Air Conditioning Dept.,
Dayton, 1, Ohio

Device: Frigidaire 1954 packaged year-round air conditioner.

Selling Features: Heats and cools in single unit; heat provided by new design forced air furnace which uses oil or gas as fuel; non-clogging burner mechanisms; 75,000 btu/hr heating capacity with oil; summer cooling and dehumidification provided by automatic refrigeration system of 3-ton cooling capacity; cools and heats new or existing homes of 5 to 6 rooms; compact—76 in. high, 46 in. wide, 25 in. deep and built to operate in small closet-

type enclosure, basement or utility room; complete mechanism enclosed in modern gray enameled steel cabinet.

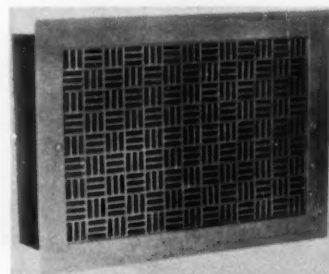
Each section of unit package performs air conditioning for any season of year—in summer cooling system provides dehumidification, filtering, circulation and cooling; in winter furnace heats, humidifies, filters and circulates warm air.



FREE Sewing Machine

Free Sewing Machine Co.,
336 N. Foothill Rd.,
Beverly Hills, Calif.

Model: Free "Heirloom" sewing machine in drop leaf table cabinet. **Selling Features:** Drop leaf table cabinet designed to give working surfaces that prevent "drag" of heavy materials, keeps fabrics off floor, can be used for cutting out patterns and for basting and detail work; available in mahogany or walnut woods; when open the sewing machine surface is 60½x40½ in., closed, 30x50 in.



RITTENHOUSE Door Chimes

The Rittenhouse Co., Inc.,
Lloyd Rd.,
Honeoye Falls, N. Y.

Device: "Moderncall" residential door chimes.

Selling Features: Consists of flush-in-wall chime units located at key positions in home, and a single Master Controller and transformer in basement; any number of chimes from 2 to 5 are operated from a single master controller; different signals provided for as many as 3 entrances plus family paging; Master controller automatically selects correct signal and synchronizes sounding of all chimes throughout house; single wire, series circuit connects all general service units; available in 2 models—a general service chimes unit or a special 4-note melody type, flush mounting chime for main living room unit; neutral brown undercoat may be overpainted to match walls.



MANNING-BOWMAN Pads

Manning-Bowman Div.,
McGraw Electric Co.,
Elgin, Ill.

Models: New line Manning-Bowman heating pads include Sky Blue Velour, Coral quilted satin, Forest green satin-bound flannel and a Scotch Plaid flannel.

Selling Features: Packaged in windowed boxes, the Sky Blue cover is zippered for easy removal; wet-proof, rubberized-cloth body; 3-heat control; illuminated switch.

Indian Coral also has 3 heats; completely wet-proof.

Scotch Plaid combines red, yellow and black snap-on cover; 3-heat pad; completely wet-proof.

Forest Green pad is moisture-resistant; 3-speed pad.



THERMORAY Heat Panels

ThermoRay Corp.,
141 E. 44th St.,
New York, 17, N. Y.

Device: ThermoRay wall heaters.

Selling Features: A permanent unit which attaches to or recesses into wall; easily installed; thermostatically controlled; 750 and 1250 watt element for operation on 115 or 230 volts is buried inside special asbestos composition; louvre protects hands from element.

UNIVERSAL Wringer-Washers

Universal Major Electric
Appliances Inc.,
Lima, Ohio.

Models: New and restyled line of skirted wringer-washers.

Selling Features: Semiautomatic 2-speed deluxe model has 9 lb. titanium porcelain tub; automatic timer; "control-a-roll" wringer; permanently lubricated transmission with 3 moving parts and heavy duty motors. Line consists of 4 models each can be had with or without a pump, and with the exception of the leader each model is equipped with full skirt.



Cadillac dealers Crack sales with this combination

POPULAR PRICES

Cadillac cleaners are moderate in price, easy to afford. This means more prospects . . . more profits for a Cadillac dealer.

NATIONAL ADVERTISING

A Cadillac dealer gets important sales help from advertising that appears on the pages of many national publications. These magazines, reaching homes in every area of the U. S., help create a large local demand.

PROVEN PRODUCT

For more than 40 years, reliable distributors and dealers have been alert to Cadillac quality . . . have enjoyed our liberal discount policy.

Write today for information. Enjoy more sales . . . more profits . . . more of life.



MODEL N800

- Disposable dust bag
- "Floating brush" nozzle
- Attractive silver-grey Hammerloid body

PLUS 2-Speed control: HIGH for deep-down cleaning;
LOW for delicate fabrics

Cadillac

CLEMENTS MFG. CO., Dept. A, 6650 S. Narragansett Ave., Chicago, Ill.

Since 1911, sold only by reputable dealers and distributors



MODEL 143A
The famous Cadillac
"upright" Model
with beating, sweep-
ing brush; 2 speeds.

NEW PRODUCTS



DOMINION Hair Dryer

Dominion Electric Corp.,
150 Elm St.,
Mansfield, O.

Device: Dominion dryer No. 1803.

Selling Features: Chromium plated with black plastic "Hand-L-Stand"; weighs 2 lbs. 6 oz.; delivers hot and cold air as desired; off, hot and cold switch; stand can be adjusted up, or down; induction-type motor, non-radio interfering; 330 watts.



G-E Freezers

General Electric Co.,
Louisville, 2, Ky.

Models: G-E 1954 freezer line includes 2 upright and 2 chest models.

Selling Features: Upright model HU-15 has 15 cu. ft. capacity in same outside dimensions as last year's 14-cu. ft. model; holds 525 lbs. frozen food; ice cream container in this model can hold as much as 1½ gal. ice cream in half-gal. containers at a scooping consistency temperature. Other features include a refrigerated storage well at base for odd shaped packages and bulk storage; automatic interior light; outside signal light indicating proper functioning.

Upright HU-11 has 11 cu. ft. capacity; special door shelf "Tilt-Stor" which can be tilted out for easier access to packages placed behind each other; holds 385 lbs.

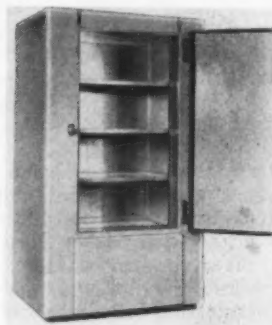
Both uprights have door shelf designed to permit stacking standard frozen food packages at 45-deg. slant; 2 extra deep door shelves, frozen juice can dispensers in door and 2 removable baskets mounted on nylon rollers in cabinet; trigger-action locking latch; 3 refrigerated shelves in cabinet.

Chest model HA-7 has 7 cu. ft. capacity holds 245 lbs. frozen food; divided into 2 sections by horizon-

tal slide rails; 2 removable baskets in top section slide to one side and do not have to be lifted out to get at bottom section.

HC-11 cu. ft. model holds 389 lbs.; slide rails, 3 removable baskets and a thermometer may be purchased for this model together with 2 adjustable vertical dividers for creating 3 lower storage sections after rails have been installed.

Both chest models have automatic interior light; 7 cu. ft. model has outside signal light. All 4 models have G-E sealed mechanism, all-aluminum liner and adjustable temperature control.



NOR-LAKE Freezers

Nor-Lake, Inc.,
Hudson, Wis.

Models: Nor-Lake NL20X and NL17X upright freezers.

Selling Features: NL20X, a 20.2 cu. ft. capacity freezer has aluminum interior liner and shelves; top and shelves are coiled with copper tubing; 20-gauge cold rolled steel with white baked enamel finish and chromeplated hardware; 3½ in. Fiberglas insulation on ends and back; 4 in. on bottom; sweat-preventing heater strip installed around door opening; Ranco temperature control unit; ½ h.p. compressor.

NL17X similar to NL20X with 17.1 cu. ft. capacity and a ½ h.p. Kelvinator compressor.



DRITZ Deodorizer

John Dritz & Sons,
1115 Broadway at 25th St.,
New York, 10 N. Y.

Device: Dritz deodorizer.

Selling Features: Plugs into any socket—no bottles, wicks or spray; eliminates odors in kitchens, bathrooms, nurseries, offices; signal light indicates when on; on-and-off switch; can also be used as night light; a.c. or d.c.; refill tablets available in 4 fragrances.

5 RADIO SALES WINNERS by SYLVANIA



The NIGHTLIGHTER
Glow in the Dark!

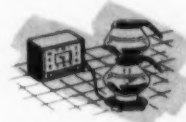
1 Sensational New RADIO-CLOCK with Exclusive PANELESCENT DIALS

Watch them go for this brand new Sylvania Radio-Clock. Its amazing Panelescent Dials glow in the dark—without the usual bulbs, tubes or filaments. A touch of electronic magic!

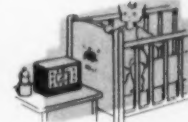
It's a winning combination—powerful radio, big-dial clock plus soothing night-time comfort for the family. Does chores galore with single automatic control. Available in 7 Furniture Guild colors. An ideal gift for Mother, Father, or Junior—and a perfect item for your Gift-Day Promotions!



True "Slumber-Control"
—Automatically turns
radio OFF at night—and
ON in the morning.



Also controls many
electric appliances.



A Night-Light for baby's
room. Starts bottle-
warmer—wakes Mother.

A SALES TOPPER TO BOOST RADIO PROFITS!

2 Introducing the "SKYLARK" NEW SMART COMPACT PERSONAL PORTABLE available with LEATHER CARRYING CASE

It clicks with Style-Conscious America! The new Sylvania Personal Portable is carried breezily like a purse or camera. Marvelously compact and POWERFUL. Convenient Battery-Miser Switch extends battery life up to 30% more. Here's another year 'round seller to feature on your promotions. Every sports fan, music lover and holiday-goer in your territory will fall in love with this newest, personal portable. Priced to Sell!



With top-grained genuine leather
carrying case and sturdy strap.



*and MORE
SALES NEWS!*

NOW SELL PORTABLES THE YEAR 'ROUND!



3

A Spectacular Seller!

SYLVANIA RADIO-CLOCK

It's a big year for Radio-Clocks—and biggest for Sylvania! This handsome Radio-Clock gives your customers more beauty, utility and radio power. Single, easy-to-use control automatically turns radio on or off, operates toaster, coffee-maker, bottle-warmer and other appliances. A wonderful home servant with big, readable clock and powerful Studio-Clear radio. Sure to win the customer's nod in your showroom.

IT'LL "JET PROPEL" YOUR RADIO-CLOCK BUSINESS!

4

Greater Eye-and-Ear Appeal!

AC-DC—BATTERY

PORTABLE RADIO

A really gorgeous gift item. Pleases the eye with its handsome design—and the ear with Studio-Clear tone. Amazingly powerful reception indoors and out. Concealed handle flips into carrying position. Battery base slips conveniently off—transforming it into a table radio. A versatile 3-way radio for home or away!



Concealed handle
flips up for carrying



Plays equally well
in flat position.



Also makes attrac-
tive table radio.



A SURE BET FOR STEADY SALES...BIGGER VOLUME!



5

Style ... Power ... Tone in SYLVANIA DE LUXE TABLE RADIO

Decorators say it's tops in beauty! Modern styled cabinet available in 7 smart colors. Powerful performance with large speaker and built-in antenna assure finest sensitivity and Studio-Clear tone. A welcome gift for anyone, any time—that's why it's one of Sylvania's biggest volume sellers!

Panelscent and Studio-Clear are Sylvania Trademarks



SYLVANIA

RADIO and TELEVISION

254 RANO STREET, BUFFALO 7, NEW YORK

Radio business is better than ever!

Cash in with

SYLVANIA

the line that gives you

• EXCLUSIVE FEATURES

• SMARTEST STYLING • TOP VALUE

**ARE SERVICE
CALLS EATING UP
YOUR PROFITS?**



**Blackstone Protects Your
Washer Profits by Eliminating
Costly Service Calls!
An Installed Blackstone
is a Completed Sale!**

Every service call means shrinking profits and time wasted "re-selling" the customer on her own washer! That's why Blackstone protects the profits of our dealers with the most trouble-free line of home laundry equipment in the world!

Every member of the Blackstone home laundry line is built to satisfy the most exacting customer for years and years! Every washer has lifetime-service case hardened steel gears! Blackstone's automatic washers are completely mechanical... no electrical timers to fail. Blackstone's cushioned mechanism absorbs vibration at its source... no wear from "dancing"

Yes! Blackstone is built to last... and to protect dealer profit!

Look at these Typical Unsolicited Testimonials!*

These are just a few of the comments we receive each month from happy Blackstone customers.

"It's a human machine!"

"It's a lifesaver as well as a worksaver!"

"Works 8 A. M. to 4 P. M. every day with no trouble whatsoever!"

"I feel I own the best!"

"It's the pride of the neighborhood!"

Blackstone

Jamestown, New York

America's Oldest Manufacturer of Home Laundry Appliances



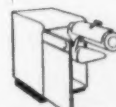
Wringer Washers



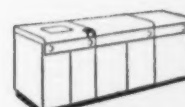
Automatic Washers



Dryers Gas & Electric



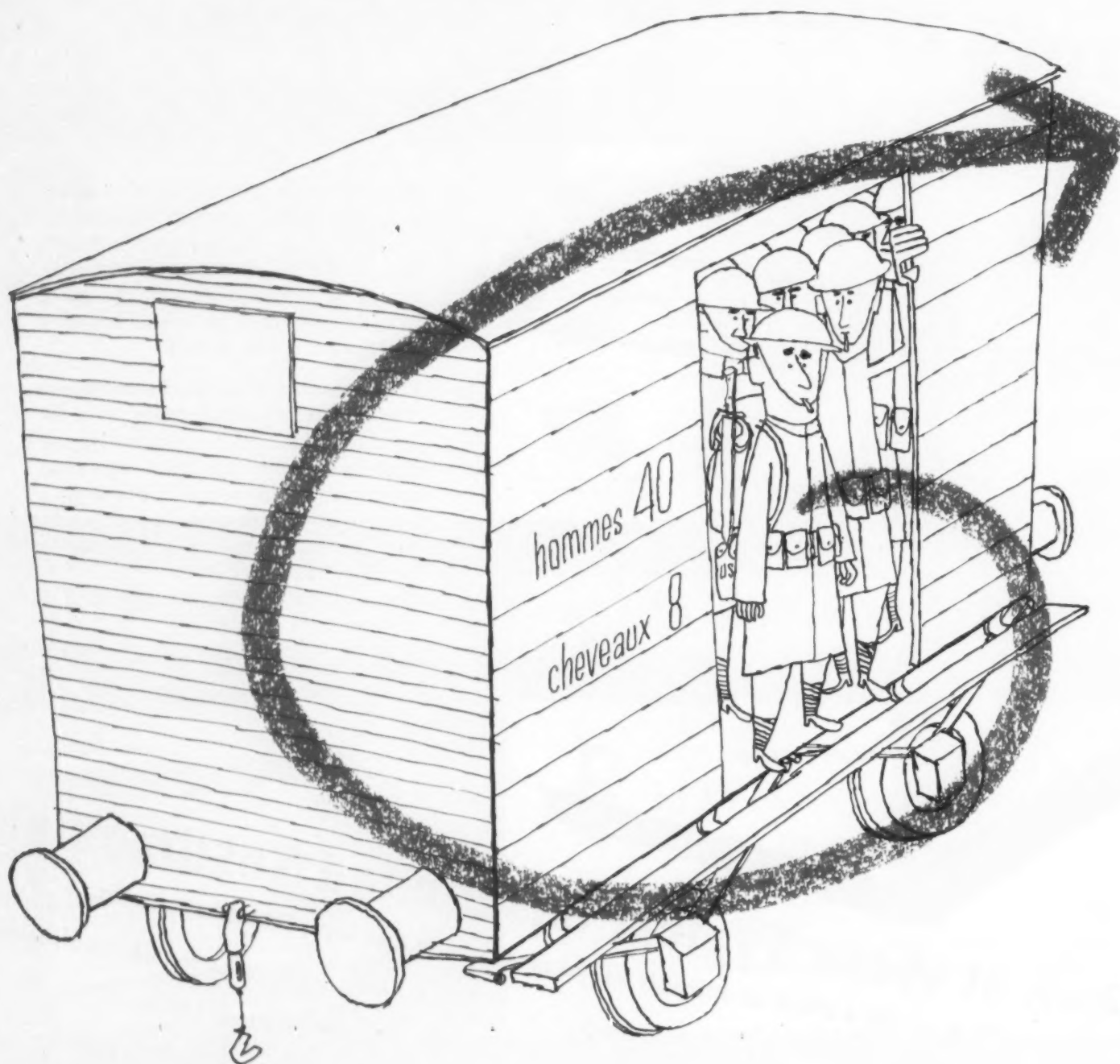
Ironers Portable & Console



Complete Laundry Unit

***Names supplied upon request**

the January STATISTICAL



SERVING THE APPLIANCE-RADIO-TV INDUSTRY

ISSUE

... another 40/8

The World War I 40/8 carried 40 men and 8 horses... and did a terrific job of transporting the A.E.F. in France. Today ELECTRICAL MERCHANDISING'S January Statistical Issue carries 40% of its dealer subscriber audience for 8 months... a terrific job for advertisers... a real 40/8 advertising dividend.

Four out of ten ELECTRICAL MERCHANDISING dealer subscribers answering a recent questionnaire indicate they still have their January Statistical issues in September... and almost 60% of the dealers who have them still refer to them at that late date... still see the advertisements. Over 30% of the dealers having the Statistical Issue next fall won't sell it for the original single copy price.

Dealers and distributors get so much valuable market information from the fact-packed Statistical Issue throughout the year that many find it difficult to part with it. Your ad in this issue reaches the biggest paid audience of appliance-radio-TV dealers and distribu-

tors. You get readership and advertising value for the whole year.

The dealer subscribers reached by the January 1954 Statistical Issue vote ELECTRICAL MERCHANDISING their "most useful trade publication" for advertisements *10 to 1*. Distributor executives vote it their Number One appliance-radio-TV publication for the same reason. Sales-minded dealers and distributors agree that ELECTRICAL MERCHANDISING is their best source for sales-making ideas... and, take it from us, January is our top issue. Your January Statistical Issue advertisement will cover lots of ground in a big, important audience. There's real mileage in it!

Give America's leading dealers and distributors the information they want about your product. Use the January Statistical Issue of ELECTRICAL MERCHANDISING to do this big job. You'll get the kind of advertising readership which will help you build and maintain your distribution next year.



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

**She's
sure of
HOT
hot water!**



**White
WATER-HOTTER**

*16 strong selling features
close sales fast!*

ELECTRIC—Round or table
top models
GAS—Round models only

Keep customers happy—make every one of them a booster for more sales. Build business that grows! With *White Water-Hotters* you offer complete, long-lasting satisfaction... and there are 16 different ways that you can prove it!

6.9% MORE HOT WATER
than most utility requirements, in electric models, because *White's* exclusive Water-Hotter baffle diffuses and tempers incoming cold water.

FILM OF FLAME
Single port burner in gas Water-Hotters means no clogging EVER. Amazingly fast "pick-up" means PLENTY of hot water always.

Plus 14 Built-in Quality Features
Every one is a super-salesman in your store... a super-servant in your customer's home.

WHITE PRODUCTS CORPORATION
Water Heating Specialists Since 1930
Dept. M-11, Middleville, Michigan
Export Office: 201 N. Wells St., Chicago 6

White

**WATER
HOTTER**

AUTOMATIC WATER HEATERS
Electric or Gas

For bigger profits tomorrow, write **White** TODAY!

White Products Corporation—Dept. M-11
Middleville, Michigan

Please send us the White Proved Profits story with a complete list of White Built-in QUALITY Features. My business letterhead is attached.

My Name _____

Address _____

City _____ Zone _____

County _____ State _____

NEW PRODUCTS

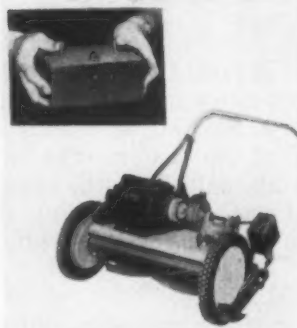


PERFECTION Water Heaters

Perfection Stove Co.,
7609 Platt Ave.,
Cleveland, 4, Ohio

Models: 9 new Perfection water heaters.

Selling Features: Line includes 7 round and 2 table-top models with capacities ranging from 20 to 100 gals.; single or double units available at no extra charge for 2-heat units; Duomatic Thermostat equipped for interlocking and simultaneous operation, automatically and accurately maintains desired water temperature from 100 to 190 degs. F.; extra thick Fibreglas insulation; round heaters have white baked enamel finish with gray hamerloid base; table-top models have white baked enamel body, stain and acid-resistant porcelain enamel work top and black enameled base with recessed toe space.



HOMKO Mowers

Western Tool & Stamping Co.,
Des Moines, Iowa.

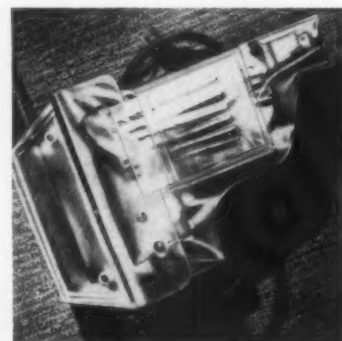
Models: 4 new 1954 Homko lawn mowers: Robot, 20-in. Heavy Duty Rotary; 20-in. Self-Propelled Rotary and Self-Propelled Snow Plow.

Selling Features: Robot works on principle of leverage; operates by remote control panel which operator holds near area to be mowed; panel attaches to mower by a 40-ft. cord; equipped with start, stop, reverse switch and separate left and right directional switch; operator can mow 40-ft. to left, right, or forward by manipulating switches; trims around trees, shrubs, under low hanging branches; $\frac{1}{2}$ h.p. motor and a carrying arm automatically elevates when mower turns to keep cord out of way; an 18-in. reel type mower with tempered steel blades adjustable to many cutting heights.

20-in. Heavy Duty Rotary cuts, trims around flower beds, trees; may also be equipped with leaf mulcher attachment; airfoil shaped blade adjustable to multiple cutting heights; powered by lightweight 4-cycle Briggs & Stratton gas engine.

20-in. Self-Propelled Rotary operates under own power; clutch handle is raised and mower moves forward; airfoil shaped blade; lightweight B & S gas engine; front wheel drive operates from well-guarded chain; cuts 20-in. path, adjustable for varying heights.

Homko Self-Propelled Snow Plow removes wet, dry, or ice encrusted snow in drifts up to 20-in. deep, clears an 18-in. path; glides along and turns in a 2-ft. radius; both throttle and clutch controlled from handle; features a heated carburetor to prevent icing up; shielded spark plug; B & S 2-h.p. gas engine.



SPEEDWAY Power Kit-Holster

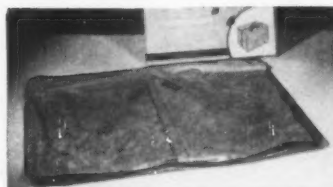
SpeedWay Mfg. Co.,
1834 S. 52nd Ave.,
Cicero, 50, Ill.

Device: SpeedWay "Executive" power kit and holster.

Features: Exylin 20-gauge holster enables owner to carry SpeedDrill and accessories on trouser belt, leaving hands free, also keeps tool waterproof, dust and dirt proof.

Kit features a $\frac{1}{4}$ in. $\frac{1}{4}$ h.p. SpeedWay SpeedDrill with Jacobs chuck, 7 imported chrom vanadium steel drill bits, assorted aluminum oxide abrasive discs for sanding, rubber backer and lamb's wool bonnet.

BRIEFS



New Jiffy Air Conditioner covers in sizes to fit all famous make $\frac{1}{2}$ to 1-ton air conditioners is announced by Jiffy Covers, Inc., Chatham Phoenix Bldg., Long Island City, N. Y. Completely weatherproofed; decorator styled; made of Rand-Flex plastic; resists flame, grease, oil and acid stains; metal reinforced sides and corners; individually packaged with size-and-brand guide.

Make Your Sales Bells Ring with these

Oster Stars!



Let **Oster** quality products
make your big selling
season the brightest
in history



© 1953

WRITE FOR FULL INFORMATION AND PRICE LISTS▶▶

ELECTRICAL MERCHANDISING—NOVEMBER, 1953



John Oster Manufacturing Company
Dept. 1111, Racine, Wisconsin

HURRY — send me full information and
dealer price lists on Oster Stars today!

Name.....

Address.....

City..... State.....

PAGE 127

"PLUS ADVANTAGE"

THAT HELPS THE SALE



Robertshaw® single dial oven heat control

Operating an electric range oven with the Robertshaw Single Dial Control is simplicity itself. Turn the dial to Broil and then back to Recipe Temperature. That's all. The control does all the rest.

It automatically switches on the electricity, cuts in both heating elements for quick preheat and lights BROIL and BAKE pilots. As oven temperature approaches pre-heat it cuts out both elements to minimize over-shoot and cuts out pilots to signal oven is ready for loading. It then recycles lower element only, to maintain exact Recipe Temperature and lights BAKE pilot to show it is on.

Only Robertshaw gives such simple and completely automatic oven temperature control... the "plus advantage" that can make the sale for you.



Robertshaw-Fulton
CONTROLS COMPANY

ROBERTSHAW THERMOSTAT DIVISION • Youngwood, Pennsylvania

NEW PRODUCTS



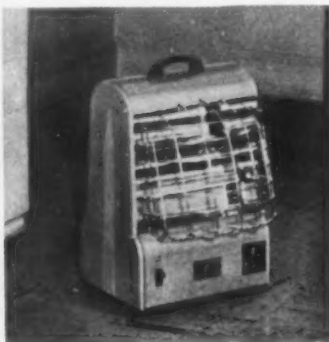
TORO Mowers

Toro Mfg. Corp.,
Minneapolis, 6, Minn.

Models: Toro announces 17-in. self-propelled snow plow and a 20-in. self-propelled Whirlwind rotary mower.

Selling Features: Snow Hound, 17-in. self-propelled snow plow features a carburetor heater which keeps carburetor dry; cast iron wheels with traction lugs grip ice or packed snow; powered by a 2.5 h.p. engine, throws snow 15-ft. to either side.

20-in. Toro Whirlwind, power-propelled mower features leaf mulcher attachment as standard equipment equipped with a 2.5 h.p., 4-cycle engine with a recoil starter.



FAN-GLO HEETAIRE

Markel Electric Products Inc., and
La Salle Products Inc.,
Buffalo, N. Y.

Model: New automatic portable electric Fan-Glo Heetaire.

Selling Features: Produces both kinds of heat—infra-red radiant (from Neo-Glo elements) plus fan-forced heated air, built-in thermostat automatically maintains temperature selected from 40 to 85 degs. F. L197T has 1320 watt unit; L198T has 1650 watt element. Induction type motor, a.c.; baked enamel finish.



PALEY Baseboard Heater

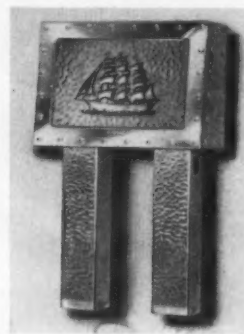
The Paley Mfg. Corp.,
244 Herkimer St.,
Brooklyn, 16, N. Y.

Device: Improved "Circle Aire"

baseboard heating system.

Selling Features: Built-in safety device prevents heat within unit from rising above 217 degs—automatically breaks current at this temperature; can be safely installed directly on floor; each unit has a built-in or wall thermostat; in grey hammer-tone metal cabinets; 3 in. deep, 10 in. high; can be installed recessed or free standing.

Available in 700, 1050 and 1400 watt sizes, 115 and 230 volts.



NUTONE Chimes

NuTone, Inc.,
Madison & Red Bank Rds.,
Cincinnati, 27, O.

Models: NuTone door chimes K-25 and K-23.

Selling Features: K-25, Hacienda, all copper chime has hand hammered finish with riveted edges and an embossed clipper ship on cover; measures 11 1/2 x 7 x 2 1/2 in.

K-23, Deluxe, has walnut finish; measures 11 1/2 x 8 x 2 1/2 in.



FEATHERWAY Steam Iron

American Thermo Appliance Co.,
Grafton, Wis.

Model: "Featherway" steam iron.

Selling Features: Thermofil bulb has special pressure valve that permits instant refilling even while hot; no distilled water.

K-M Heater

Knapp Monarch Co.,
St. Louis, Mo.

Device: K-M Fin radiation heater with automatic thermostat control.

Selling Features: Maintains constant heat in a 9x12x15 room; temperature control operates circulating fan and heating elements simultaneously at any setting between 40 and 90 deg. F.; turns them on and off automatically as required; Dur-A-Life, 1650 watt element; 528 fins attain a heat of 900 degs. F.; cold air is drawn from room by 4-bladed fan, passes through specially designed fins and back into room at 150 ft. per min.

STILL A BIG STEP AHEAD!

Raytheon



THE WESTMINSTER, UC-2403.
Deluxe 24" console in mahogany finish.
Also in Model UC-2404—blonde finish.

1st with

- ONE KNOB VHF-UHF CONTINUOUS TUNER
- VHF PERMEABILITY TUNING, UHF TUNED LINE TUNING
- LIGHTED SLIDE RULE DIAL
- FULL YEAR WARRANTY ON PARTS AND PICTURE TUBE AT NO EXTRA COST
- THE GOOD HOUSEKEEPING SEAL OF APPROVAL
- THE FAMOUS "SERVICE SAVER" PROGRAM, NOW WINNING NATIONAL ACCLAIM

and NOW

VU-matic^{*} Control

The year's biggest advance in television



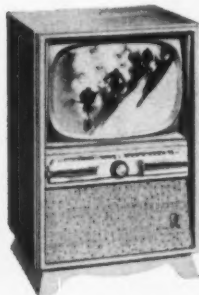
*Trademark

VU-matic Control—Part of Raytheon's 3-unit Chassis.

- One knob tunes all 82 VHF-UHF channels . . . AUTOMATICALLY
- Switches in the VHF or UHF antenna . . . AUTOMATICALLY
- Selects the proper VHF or UHF circuits . . . AUTOMATICALLY
- Switches in two extra UHF amplifiers . . . AUTOMATICALLY
- Shuts out annoying picture interference . . . AUTOMATICALLY
- Electronic shielding stops radiation . . . AUTOMATICALLY



THE CARLETON, UC-2139.
21" console. Mahogany finish.



THE BILTMORE, UC-2142.
21" console. Blonde finish.



THE CONCORD, UM-2133.
21" table model in gray leatherette. Also, UM-2134 in mahogany finish.



THE MAYFLOWER, UC-2145.
21" console. Blonde finish.

Pace-setter in TV technical progress... out front with proved-for-profit promotions... leader in electronics—a few of the sound reasons why it pays to push the Raytheon TV line!

YOU'LL MAKE MORE IN '54



WITH RAYTHEON TV!



RAYTHEON MANUFACTURING CO., TELEVISION AND RADIO DIVISION, 5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

Tele King

scoops the field again

with the History-Making

SILVER CONTACT TUNER

The first and only tuner in the industry
with
AUTOMATIC TRIPLE-TUNING!

1 PINPOINTS STATION!
— with its "Pilot Light" Tuning

3 HOLDS IT!
— with its exclusive "Tele Lock"!

2 PULLS IT IN!
— with its "Silver Contacts"

... all in **O-N-E**
turn of the dial!

No Other TV Line Has This **SILVER CONTACT TUNER!**

No Other TV Line Has So Many "Years Ahead" Features!

No Other TV Line Can Match Tele King's **BIG** Mark-Up

— THE BIGGEST IN THE INDUSTRY!

There's a Gold Mine of Sales in

TELE KING'S SILVER CONTACT TUNER!

A Few Distributor Territories
Are Still Available.

Tele King

601 West 26th St.
New York 1, N. Y.

Tele King "Star-Performer" RADIOS

Engineered for Pleasure-Packed
Performance ... **Profit-Packed Sales!**

Smart Plastic Cabinets!

Light, Bright Decorator Colors!

"Technician Perfected" Engineering!

Tele King Radios "Look Better ... Sound Better ... Are Better."



Radio RK41
4 tubes ... Gleaming
Black Plastic



Radio RK51
5 tubes ... Smartly Styled
Decorator Colors

NEW PRODUCTS



YOUNGSTOWN Kitchen Sinks

Mullins Mfg. Corp.,
Warren, Ohio

Models: 5 Diana Ensemble Sinks.
Selling Features: Combine a steel cabinet sink with custom-built appearance of a counter top or "flat-rim" sink installation; each sink can be combined with standard base cabinets or a dishwasher; sink bowls are porcelain on steel from front to back; joined to base cabinet tops by narrow stainless steel sealer; custom appearance is created by using the same stainless steel backsplash and front trim on the new sinks that is used on Youngstown kitchens base cabinet tops; ledge-mounted faucet.

Line include a 24-in. wide sink; a 36 in. model with two bowls; three 42-in. sinks, one with twin bowls and two with a single bowl and a drainboard right or left. A 24 in. base cutlery cabinet with 2 shallow drawers for flatware, a deep drawer for larger tools and a large shelved storage compartment; an 18-in. mixer-grinder cabinet with maple shelf that lifts out and locks in front; and 2 9-in. tray cabinets with stainless steel rod dividers. Entire line has new "Easy-V" handle.

Briefs

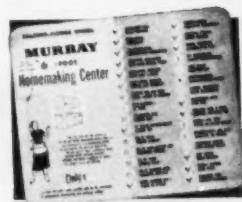


An improved Mary Proctor Hi-Lo ironing table features finger-tip adjustability from a height of 24-in. to 36-in. (3-in. below adjustability of original model); a counter-balanced top that moves upward at a touch and locks automatically; a front swivel foot that automatically adjusts to uneven floors and chromium plated off-center legs. Wheels on rear foot bar makes it easy to move about. Ventilated table top has 15x54 in. ironing surface.

Only Murray offers a complete program



of promotional



and sales

helps for full-sized packaged kitchens.

Ask your Murray



distributor about

the sensational Murray Homemaking

Center



theater and t-v films,

animated displays,



newspaper

advertising mats, display and

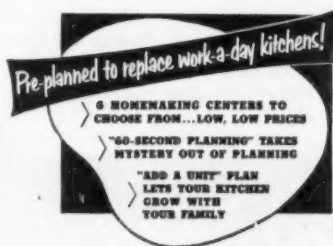


mailing pieces, radio



scripts,

sales helps



*The new approach
in design and merchandising*

MURRAY

THE MURRAY CORPORATION OF AMERICA
HOME APPLIANCE DIVISION—SALES OFFICES, DETROIT 11, MICHIGAN



Murray 8-foot Homemaking Center, with background and animated display, for showroom use. A typical example of the all-out promotion Murray has placed behind the hottest idea ever to hit kitchen merchandising.



Write Today

FOR DETAILS ON SPECIAL PROMOTIONS . . .

promotions which have actually doubled and tripled dealer sales at this high profit figure.

over **42%**
PROFIT
(AFTER FREIGHT)

Actually, through our direct to dealer sales plan, this can mean as much as 45% gross profit to you (after freight) based on suggested list prices, on our most popular models — the REGENT, Model 53 RPT, and the GIANT, Model 53 KPT.

The style and appeal of these smart-looking, fine quality washers give you real selling ammo. But what the prospects like to hear, too, is that Woman's Friend Washers have been doing washings faithfully for half a century. They've been proven in the home. "Fewer service calls — more satisfaction" has been characteristic of these washers for fifty years.

The beauty of this situation is that you stay with real quality and still hold onto the higher than average margin. Write for more information.

See the complete line of Woman's Friend Washers at New York Showroom, 206 Lexington Ave. — Chicago Display, Furniture Mart.

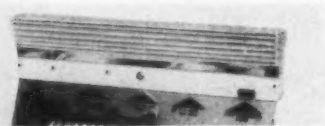
Woman's Friend

WASHERS

FINDLAY, OHIO

Over Half a Century Building Good Washers

NEW PRODUCTS BRIEFS



Markstone Kabnit-Lite for illuminating counter work space under kitchen cabinets, sinks, etc., is available in 3 sizes using a 14-, 15- or 20-watt lamp; turn button switch, appliance receptacle, and 6 ft. cord. Provisions for "pin-up" or permanent installation; plastic shield is easy to clean; prevents glare.

Republic Steel Kitchens announce a sliding inner drawer kitchen cabinet unit for storing electrical equipment such as toasters, waffle irons, roaster. Nylon slides pull out effortlessly.

Maid-Easy coffee stain remover is a new product announced by Maid-Easy Cleansing Products Corp., Mt. Vernon, N. Y. Removes stains from dinnerware and table linens and coffee pots. Especially suitable for use in cleaning interiors of automatic electric coffee-maker; available in 16 oz. cans.

"All-Weather" is a new window air conditioner cover of heavy gauge plastic Vinyl, introduced by the All-Weather Supply Co., Inc., New York 1, N. Y. Flame and weather-proof; reinforced metal wire frame; cord for tying; for most leading makes and sizes up to 1-ton.

A new all steel combination sit-down and adjustable ironing table is announced by the Housewares Div. Seymour Tool and Engineering Co., Seymour, Ind. Adjustable to 6 heights from 25 to 36 in., controlled by lever under top near edge; baked enamel top, tubular steel legs choice of pastel colors.

Rubbermaid, has a new appliance mat which converts the top of a washer, dryer or dishwasher into an extra work area and at the same time protecting the porcelain from scratches and stains; the mat is 21x28 in., and is available in decorative shades.



Met-L-Top announces a new ironing Table No. C-690. Dark green tubular legs are flush to one side; adjustable for sit down and stand up iron. Double steel top has ventilated worksurface. Geuder, Paeschke & Frey Co., Milwaukee.

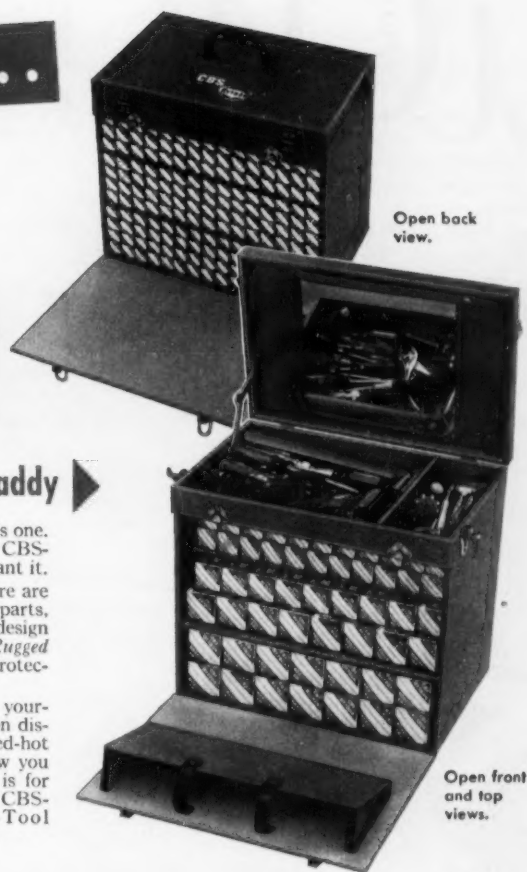
2 NEW SERVICE AIDS . . . DESIGNED BY AND FOR YOU!

New CBS-HYTRON Tube-and-Tool Caddy ▶

Another Tube Caddy? Yes, but *you* service-dealers helped us design this one. Helped us throw out a dozen almost-right designs. Stayed with us until the CBS-Hytron Tube-and-Tool Caddy became *your* Caddy. Built the way *you* want it.

Your new Caddy has literally dozens of features . . . many unique. Here are only a few: *Roomy* . . . holds 218 tubes! Also all your necessary tools, small parts, volt-ohmmeter, flashlight, and reference data. *Compact* . . . functional design wastes not one inch of space. *Accessible* . . . everything in sight and reach. *Rugged* . . . strong, tip-proof — used safely as seat. *Test Mirror* . . . reversible for protection — mounted in cover supported by adjustable friction hinge.

Sorry, there's just not enough space to tell all. But see your new Caddy yourself at your CBS-Hytron distributor's. He has a red-hot deal for you. He'll show you how *amazingly easy* it is for you to own this unique CBS-Hytron Tube-and-Tool Caddy. See him today.



Open back view.

Open front and top views.

◀ New CBS-HYTRON Twin Pin Straightener

Ever wished you had a combination 7-Pin and 9-Pin Straightener? One that was handy, compact, light? But also a precision job, just like CBS-Hytron's original 7-Pin and 9-Pin Straighteners?

Here it is: The new CBS-Hytron Twin Pin Straightener, SH79. Same life-time, wear-and-corrosion-resistant steel dies. Same individually drilled, precision pin-circle holes. Same absence of guide-posts, permitting that final touch of sidewise straightening. The "Twin" is also roll-proof.

And the Twin is only 98¢ net. Get at least two . . . for pocket, tool kit, bench. Call your CBS-Hytron distributor today. Yes, he still has the famous individual CBS-Hytron 7-Pin and 9-Pin Straighteners at only 65¢ each net. Get them, too.



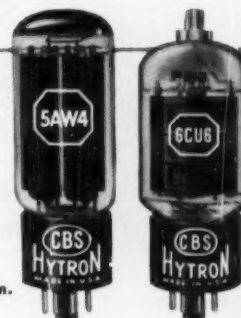
CUTTING YOUR CALL-BACKS WITH CBS-HYTRON CTS-RATED* 5AW4 and 6CU6?

They're the most talked-about tubes in TV today. CBS-Hytron CTS-Rated 5AW4 and 6CU6 are both rated for dependable Continuous Television Service. Heavy-duty work horses, they replace the 5U4G and 6BQ6GT respectively.

Brand new designs, not just improved tubes, the 5AW4 and 6CU6 have big safety factors. Give you long . . . long trouble-free life. Loaf in those hard-working, heavily

loaded rectifier and horizontal amplifier sockets . . . even in 21-inch jobs.

Start slashing your call-backs with these tubes right now. 5AW4 and 6CU6 are available only from your CBS-Hytron distributor. See him today. Ask for complete 5AW4 and 6CU6 data. Or write direct. Above all, don't let another day slip by without trying these wonderful, new CBS-Hytron CTS-Rated tubes.



*Rated for Continuous Television Service



Manufacturers of Receiving Tubes Since 1921



P.S. Yes, more CBS-Hytron CTS-Rated tubes are coming. Watch for them.

CBS-HYTRON Main Office: Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

A MEMBER OF THE CBS FAMILY: CBS Radio • CBS Television • Columbia Records, Inc. • CBS Laboratories • CBS-Columbia, Inc. • and CBS-Hytron

RECEIVING . . . TRANSMITTING . . . SPECIAL-PURPOSE AND TV PICTURE TUBES • GERMANIUM DIODES AND TRANSISTORS

tie in!

\$1,000,000 advertising push for Christmas clock-radio sales. Get your share.

GIVE THE GIFT THAT WAKES YOU TO MUSIC

A clock-radio with a **Telechron** clock-timer

Wonderful way to start the day
A clock-radio turns on your favorite morning program—automatically—at the time you set. Wake you gently with music. If you wish, the follow-up regular alarm sounds ten minutes after the radio goes on.

Start breakfast while you sleep
Clock-radio's timer will start your electric coffee maker.

Live by modern electric time
Telechron electric clock—accurate, dependable, silent.

Turn on radio programs automatically
Set clock to advance for the programs you want to hear.

Full asleep to a song
"Sleep-see-it!" Turns off radio—automatically—after an hour.

25 leading clock-radios feature Telechron clock-timers

ADDITIONAL
AIRLINE
ARLIS
AUTOMATIC RADIO
KASHBART

COO-COLUMBIA
CROSBY
DE WILD
SHAW-WALKER
PIRELLA

WALLINGTON
JENSEN
KAYE
KAYE
KAYE
KAYE

OWEN
DAYTON
DAYTON
DAYTON
DAYTON

STANDARD-ARMOR
THAT-LAS
THAT-LAS
THAT-LAS
THAT-LAS

Look for the Telechron Seal of Accuracy on the Telechron trademark or all out of the clock-radio you buy. It's your guide to quality, your assurance of economy and dependability.

Telechron is a trademark for products of the Telechron Dept., General Electric Co., Ashland, Mass.

2-page, full-color advertisement in *The Saturday Evening Post*, Nov. 21 . . . just one of \$1,000,000's worth of ads (by over 30 manufacturers) to help sell clock-radios for Christmas . . . the only advertising to your customers run by any radio component manufacturer.

Pull 'em in

... with a Christmas window display of clock-radios built around this Post ad on Telechron timers. You can sell more gift clock-radios in this season than all the rest of the year.



Sell 'em with features

... One of the strongest selling features on any clock-radio is the Telechron timer. Point to the Telechron Seal of Accuracy or the Telechron trademark on the dial. Telechron Dept., General Electric Co., Ashland, Mass.

Stop 'em in the aisles

... Give 'em a wide selection of models and prices. Show clock-radios with Telechron timers in every style . . . every price range.





SYLVANIA Console

Sylvania Electric Products Inc.,
Radio and Television Div.,
254 Rano St.,
Buffalo, 7, N. Y.

Model: Regent, a new open face console, 27-in. has been added to Sylvania 1954 line.

Selling Features: Available in mahogany or blond; screen surrounded by HaloLight; Photopower chassis and picture tube using 22,000 volts, gives bright pictures in all areas.



PACKARD-BELL TV Line

The Packard-Bell Co.,
12333 W. Olympic Blvd.,
Los Angeles, 64, Calif.

Models: Packard-Bell 1954 39 set TV line "Signature Series."

Selling Features: Screen sizes range from 17 in. table models to 27 in. combinations; new "Super-Power" chassis contains 27 tubes, features tone control and phono-jack with switch on front panel; provides more power for Western reception and offers automatic ful-focus.

Another addition to line is the "Power-Master" 20-tube chassis that features a special local distance switch for maximum performance in urban or suburban areas; offers comfort-view 21-in. electrostatic picture tube with automatic ful-focus.

Standard equipment on entire line includes Shur-Lock tuner with lighted channel selector adaptable to UHF; Shur-Lock "82" which brings in VHF and UHF channels is available at slight extra cost.

Cabinets in newly-designed traditional, American Colonial, modern "Champagne" oak and French Provincial, plus a new Modern.

CROSLEY TV Sets

Crosley Div.,
AVCO Mfg. Corp.,
Cincinnati, 25, O.

Models: 2 new table models have been added to Crosley TV line—F-17-TOS and F-21-TOS.

Selling Features: Both models feature new turret-type, fully shielded

NEW PRODUCTS . . . Television Hi-Fi and Radio

cascode tuner; '54 Electronic Picture Sentry feature; non-glare picture window with removable glass front; mahogany veneer cabinet finish with gold finish trim. Blond counterparts are available with built-in all-channel UHF tuner and are designated as TOSU models.

SPARTON 1954 TV Line

Sparton Radio-TV Div.,
The Sparks-Withington Co.,
Jackson, Mich.

Models: 1954 Sparton line consists of 13 basic models in redesigned cabinets.

Selling Features: Line includes 24-in. Cavalier, a full-door console in mahogany or limed oak; 24-in. Crusader table model in mahogany or golden wheat; new Duncan-Phyfe base is offered as a companion piece for the mahogany model; golden wheat model is equipped with wrought iron legs.

Continued in the line is 27-in. Continental.

Other models in the 1954 line include the 21-in. Kirkwood, full-door console, in modern design with fabric paneled doors.

All-channel UHF tuning is available on low-end models at \$30, and at \$40 on all other models.

Features included in entire line includes an improved circuitry and aluminized electro-magnetic picture tubes.



MOTOROLA Hi-Fi Console

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Device: Motorola "Tru-Fidelity" Masterpiece.

Selling Features: Designed in 2 companion pieces of furniture so that speaker can be placed in room remote from or adjacent to record player; electronic equipment gives sound reproduction through entire frequency range; encased in hand-rubbed natural finished "Enchanted Walnut", the twin-console phono houses an amplifier and speaker system with a front panel of Madagascar matting in one cabinet and the record changer and storage space in the other; mounted on tapered legs which can be removed; cabinets may be placed side by side or across the room from each other; provides a sound range from 30 to 16,000 cycles per sec. without distortion; a capacitive type pick-up cartridge is used in new tone arm and phono system that

makes use of entire RF system; audio amplifier and speaker systems (including a "woofer" and a "Tweeter") give power and range sufficient to project all sound on record.

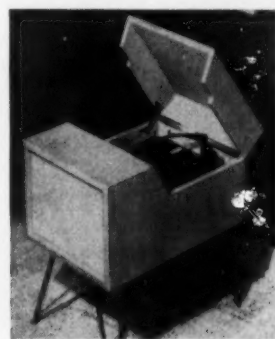


STEELMAN Hi-Fi Radio-Phono

Steelman Phono Corp.,
Mt. Vernon, N. Y.

Model: No. 3 AR 3 hi-fi radio-phono.

Selling Features: Incorporates parabolic sound chamber in hand rubbed mahogany or blond case; push-pull audio system; 7-tubes including rectifier; Sonotone hi-fi cartridge with dual Sapphire needles; automatic VM changer, special inverse feedback and two 6-in. speakers are other features.



MITCHELL Hi-Fi Phono

Mitchell Mfg. Co.,
2525 Clybourn Ave.,
Chicago, Ill.

Model: Mitchell 3-D hi-fi record reproducer.

Selling Features: Completely enclosed in a 3 in. wood cabinet 17-in. wide, 25 in. deep, 13 in. high; wrought-iron legs may be removed to transform it into a table model; reproduces sound realistically through a custom-designed amplifier, specially-matched speaker; acoustically-tuned baffle chamber and a variable reluctance cartridge; these elements combine to reproduce tones at both ends of sound scale eliminating distortion and prevents surface and needle noise; automatically plays 7, 10 and 12-in. records at 33 $\frac{1}{3}$, 45 and 78 rpm; permits continuous play for 4 hrs.

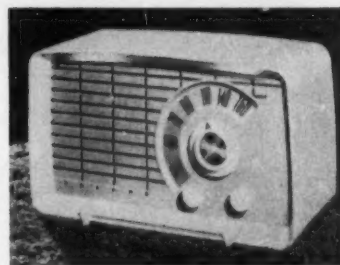


MOTOROLA Clock-Radio

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Device: Motorola "VIP" gift clock-radio.

Selling Features: Gold and silver plastic desk clock-radio combines a matching standard which holds a Parker "51" pen and pencil desk set with a self-starting Telechron clock movement which is independent of radio switch, automatic on-off switch—when dial has been set a buzzer reminds executive of meeting or appointment; radio is Motorola's "Golden Voice" design; a raised plate for engraving name is on pen stand; pencil stand has perpetual calendar inset.

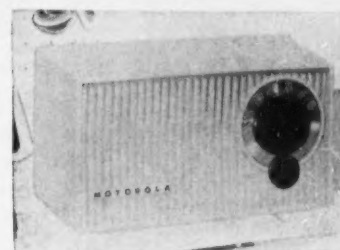


ROLAND Radio

Roland Radio Corp.,
Mt. Vernon, N. Y.

Model: Roland table radio No. 5T5.

Selling Features: 5 tubes; a.c. and d.c.; double stage IF transformer; 5 in. Alnico speaker and Vernier tuning; available in 2 tones of ebony and ivory, ivory and green and ivory and rust. All tan or all ivory available on order.



MOTOROLA Radios

Motorola Inc.,
4545 W. Augusta Blvd.,
Chicago, 51, Ill.

Models: 2 Motorola table radios—53R and 63X.

Selling Features: No. 53R features a Bakelite plated circuit; "extended tone" inverted speaker in 4x6 size; walnut Bakelite, ivory, citron, gray, green and cherry finish.

No. 63X, 6-tube model has vertical "continental" styling cabinet; 6x9 "extended tone" speaker; easy-to-read, slide-rule type dial; ebony with silver grill, ivory or forest green with gold grill. A combination broadcast and shortwave model with frequency range of 5 $\frac{1}{2}$ to 16 mc is also available.



**SO MUCH
MORE TO SELL
WHEN YOU SELL**

LYON



AIR CONTROL UNIT banishes smoke, heat and cooking odors. Just raise the hood and it goes to work. Lower the hood and it's "off" automatically. A cooler, cleaner kitchen—and housewives love it!



TAP-O-MATIC HANDLES open cabinet doors like magic. Just a tap and they swing open automatically. Here's a convenience every housewife raves about—and it's a Lyon exclusive!

TWIRL-O-MATIC UNIT provides loads of additional storage space. When Mrs. Housewife rotates this corner unit in either direction, out come two circular shelves with stored materials at her fingertips.

• Features sell kitchens and no other line gives you as many as LYON. There are at least a dozen construction and design features which make Lyon an absolute standout. Remember, too, that LYON's direct-to-the-dealer policy means a bigger profit margin on every sale.

Let us give you the complete profit story. If a dealership is open in your territory, we really have something to talk about. Write us at Aurora.

LYON

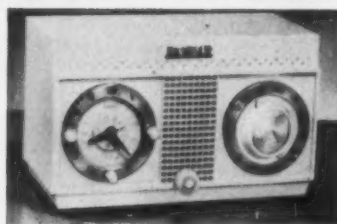
METAL PRODUCTS, INCORPORATED

General Offices: 1121 Monroe Avenue, Aurora, Illinois
Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA
Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

- Shelving
- Kitchen Cabinets
- Tool Boxes
- Taproom Equipment
- Revolving Bins
- Work Benches
- Tool Stands
- Lockers
- Cabinet Benches
- Economy
- New Freedom
- Wood Working Benches
- Bench Drawers
- Hopper Bins
- Stools
- Storage Cabinets
- Locker Boxes
- Kitchen
- Dishless Equipment
- Hanging Cabinets
- Service Carts
- Shop Boxes
- Bar Units
- Drawing Tables
- Parts Cases
- Flat Drawer Files
- Folding Chairs
- Sorting Files
- Tool Trays
- Bar Racks
- Tool Towers
- Pump Cabinets
- Shop Drives

NEW PRODUCTS . . . Radio & Recorders



DE WALD Radios

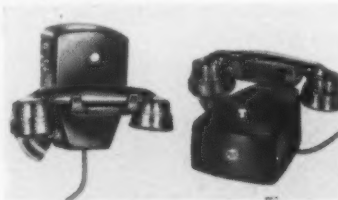
De Wald Radio Mfg. Corp.,
35-15 37th Ave.,
Long Island City, 1, N. Y.

Models: DeWald "Timemaster" No. H-528 and "Buddy" 3-way portable H-527.

Selling Features: "Timemaster" contains a Telechron self-starting clock timer with sweep second hand and a handy appliance outlet in back; 5-tube superhet with extra large loop antenna; available in ivory, walnut and Teal blue.



"Buddy" 3-way portable has shatterproof case in maroon and Hunter green; new type simplified switching; compact, easy to handle; uses long-life batteries.



RCA Intercom

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Device: New 2-phone telephone-type intercom system, "Duo-Com".
Selling Features: Designed for homes, farms, schools, business; provides natural voice communication; operates more than a year on a single 6-volt battery; lifting receiver and depressing button makes contact; easy to install.



TELECTROTAPE

Telectrosonic Corp.,
35-18 37th St.,
Long Island City, 1, N. Y.

Device: Telectrotape tape recorder.
Selling Features: Dual track record-

ing; fast forward and rewind; tape speed of 3 1/2 in. per sec.; high impedance input for microphone, radio, record player etc.; 1-hr. recording time from a 5-in. reel; recording level indicator; single control for record, play and idle; 110 volt, 60 cycle, a.c.; 5-in. reel of pre-recorded tape, extra reel and power cord included; weighs 14 lbs; measures 7x10x11 1/2 in.; reels may be kept permanently in place and may be used with cover closed; maroon and beige plastic airplane cloth luggage case.



ROLAND Radio-Phono

Roland Radio Corp.,
Mt. Vernon, N. Y.

Model: Roland table AM-FM radio phono No. 8XF3.

Selling Features: Equipped with 8 tubes including a rectifier; has 3-speed VM automatic record changer and a turnover cartridge; plays all sizes and speeds of records; simulated mahogany or blond fabric case; also available in hand-rubbed or blond wood finish.



RCA Tape Recorder

RCA Victor Div.,
Radio Corp. of America,
Camden, N. J.

Device: Portable RCA magnetic tape recorder.

Selling Features: Designed for non-professional use; includes automatic push-button operation; lightweight portability; easy tape-threading; luggage-type case; dual-speed operation; accessories include magnetic tape, self-sticking reel identification tabs; 2 sizes of zippered shoulder-strap bags for carrying up to 6 reels of tape; cover-all to protect recorder case from weather and dust. Reels can be used with all home records; 2 sizes: a 5-in. reel containing 600-ft. tape and a 7-in. reel with 1200 ft. tape.

GREATEST SELLING FEATURE TO HIT RADIO IN A DECADE!

MODEL 53H—All new design—four decorator colors with contrasting grille: ebony, gray, green or red.



MODEL 53R—New low price! New styling! Modern cabinet comes in walnut, ivory, citron, gray, green or red.



OLD WAY

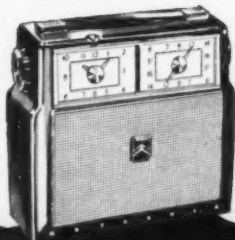


Old Speaker—protruding magnetic core makes speaker small.



MODEL 53F2—Radio-phonograph, 3 speeds, exclusive Motorola Hi-Fidelity system gives magnificent Hi-Fi tone at low cost. Walnut.

MODEL 53LC—Motorola Porta-Clock! Clock and portable radio in one lightweight case! Green, maroon or gray. AC-DC-Battery.



Motorola

EXTENDED TONE SPEAKER

8 All-New Models!



43% Larger Speaker Area

makes portables and table models sound like consoles!

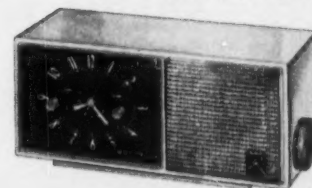
Yet sell at low small-set prices!

Now offer all these portables and table models with the biggest speakers in the industry! Here is a selling feature your customers can hear... console quality tone—full, resonant—richer than they've ever enjoyed before in small radios! Profit by stocking up on these best-sellers now!

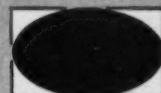


MODEL 63X—New Continental vertical cabinet design. Ebony, ivory or forest green. Also short-wave model.

MODEL 53C6—New modern styling! Clock, radio alarm and timer all in one. Walnut, ivory, green or sand with gold grille.



NEW WAY



New Giant Speaker—invited core makes speaker flatter, larger.



MODEL 53X—Face-setting style! New Motorola top-mounted sweep dial for easy tuning. Walnut, sand or forest green.



MODEL 63L—Handsome streamlined portable. Forest green, maroon, or gray. AC-DC-Battery. Also available in short-wave model.

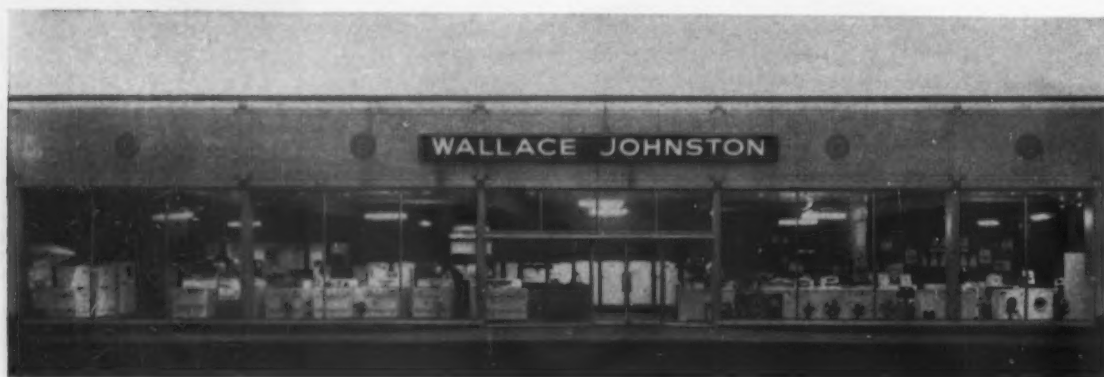
Better See Motorola for the BEST SELLING Radio Line!

No matter
how you
LOOK
at it...



Wallace Johnston Appliance Co., Inc.
Memphis, Tenn.

an OPEN-VISION PITTSBURGH STORE FRONT shows more...wins more customers!



"COME in and look around"... says the appliance store with the big, open-vision front. The better you display your merchandise, the more shoppers you'll attract, the more you'll sell. Hundreds of better-business, bigger-profit success stories from merchants in all sorts of businesses have proved the wisdom of using an open-vision Pittsburgh Store Front.

In this attractive appliance store good use was made of several quality Pittsburgh Prod-

ucts. Polished Plate Glass was used for the open-vision show windows; Pittco Store Front Metal for sash, sill and division bars; Carrara Structural Glass for bulkheads; and Herculite Doors for the inviting entranceway.

For more examples of Pittsburgh Store Fronts, and suggestions of how you, too, can build for better business with Pittsburgh Store Fronts, send for a free copy of "How To Give Your Store The Look that Sells." No obligation.

Store Fronts
and Interiors
by Pittsburgh



Pittsburgh Plate Glass Company
Room 3373, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name
Address
City State



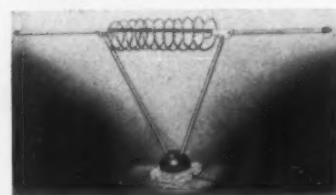
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

NEW PRODUCTS TV Briefs

Vee-D-Xtra Special is a new antenna designed to include yagi power and directivity with all-channel performance announced by La-Pointe Electronics Inc., Rockville, Conn. A new series of broad band yagis for VHF reception in primary, near fringe and fringe areas is also announced by the same company. Vee-D-Xtra Special is a hi-low yagi phased together with new printed circuit isolation filter—there are 5 elements for high channel reception and 4 for low.



Flash-Beam FM-VHF-UHF Indoor TV antenna—a high-efficiency, low-cost indoor antenna is announced by Brooklyn TV Co., Inc. Combines increased pulling power with smart decor-design. Saves installation, monthly rental and replacement costs. Swivel cut-glass base revolves 180 degs. for easy orientation; flocked padded base protects furniture.

A remote TV tuner, booster and UHF converter is announced by Gonset Co., Burbank, Calif. Featuring a Standard Coil cascode tuner ahead of a booster amplifier; permits channel selection from viewing position, also provides reception in weak signal areas. Takes the place of booster and uhf converter as turret has provision for snap-in- coil strips.

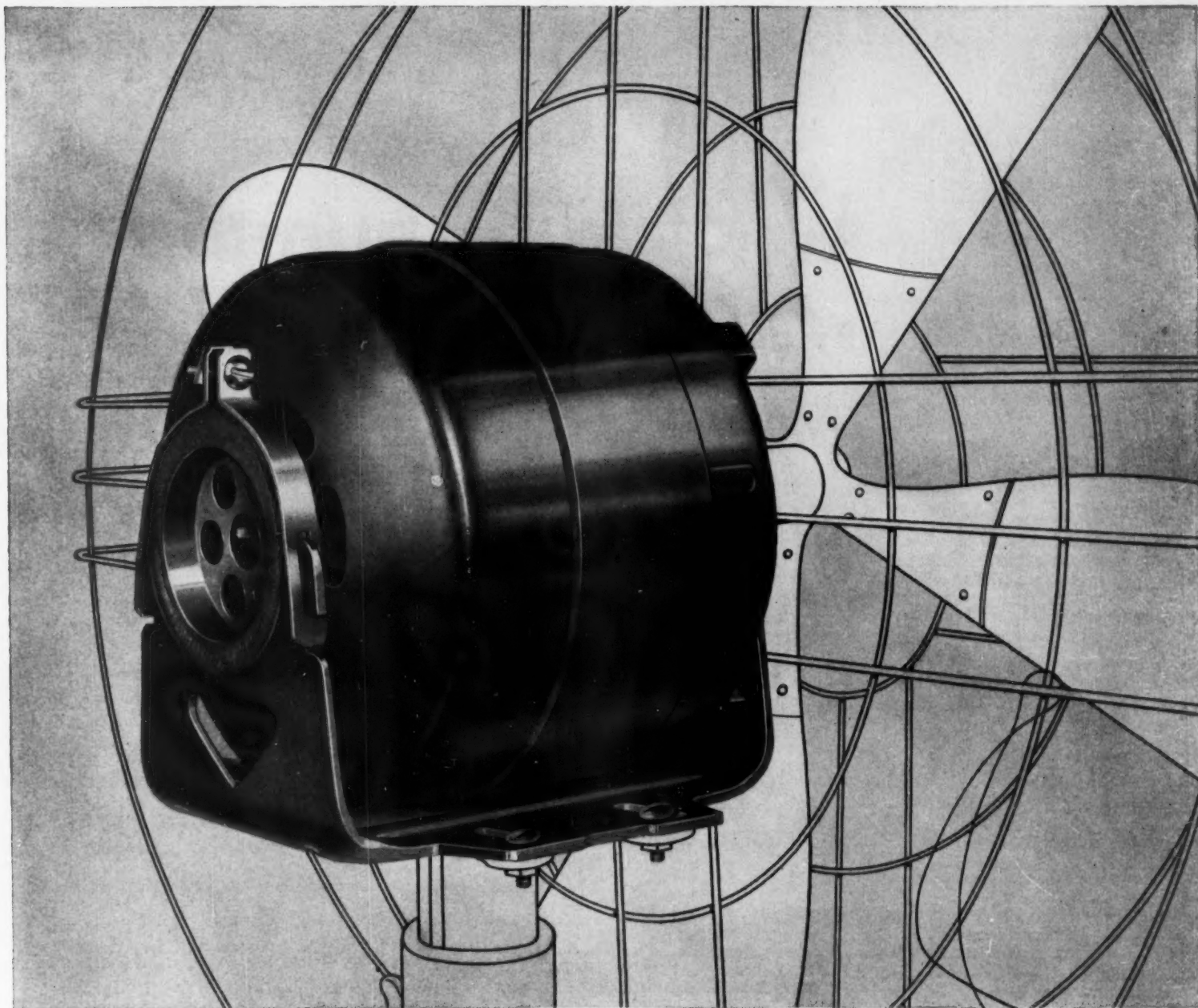
"Golden Grid". A new UHF corner reflector antenna No. 8984 is announced by Television Hardware Mfg. Co., Rockford, Ill. Factory-assembled by Telco, it is designed to reduce installation time and effort; vibration-proof mast bracket and goldplated screen are features.

Kentrol Corp., Philadelphia, 44, Pa., announces a new electronic product that permits one or more persons to listen to TV while others in room can read, sleep or study, since they do not hear a sound.

"Library-Pack" is a new 3-reel package of "Scotch" sound recording tape announced by Minnesota Mining & Mfg. Co., St. Paul, Minn. This magnetic tape album provides a permanent album for filing and storing tape recordings on library bookshelves.

JFD introduces a new VHF antenna for fringe reception of channels 2 to 13. Entirely pre-assembled the Jet 213 is of aluminum; a 2-bay array including matching jumpers is also available.

Jetomic, Jet 454, also announced by JFD, is a pre-assembled, aluminum rhombic-conical VHF-UHF antenna that requires no cross-over network.



G-E MOTORS CAN HELP MOVE APPLIANCES FASTER


"Equipped with G-E motor" a strong sales advantage

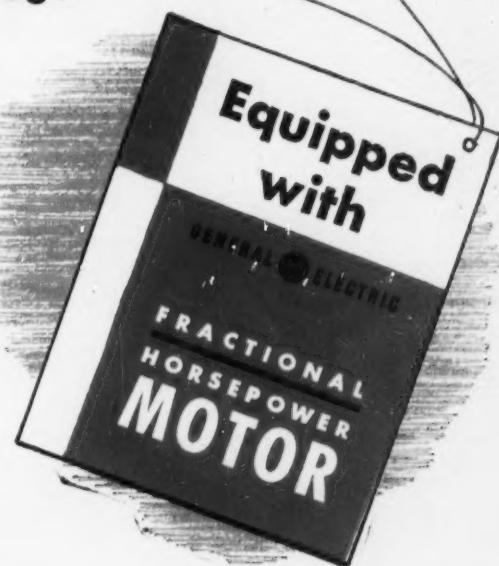
When the products you handle are equipped with General Electric shaded pole motors, your sales are made easier. The General Electric motor tag does much of your selling for you.

While the motor shown above is driving a ventilating fan . . . it is also used widely on air-conditioning units, furnace fans, and other air-moving products. The lubricated-for-life, unit-bearing construction means quiet and dependable service for the user.

Cash in on buyer preference by prominently displaying the G-E tag on every product with a G-E motor. You get faster turnover with products carrying the tag: "Equipped with a General Electric Motor." If your present lines are *not* equipped with G-E motors . . . be *sure* to specify them on your next order. General Electric Co., Schenectady, N. Y.

704-6

You can put your confidence in—
GENERAL  ELECTRIC



NEW PRODUCTS

TV BRIEFS

A new UHF converter is announced by Walsco Electronics Corp., Los Angeles, Calif. The "Imperial" has high power gain; features Turretune—a new turret-type bend spread tuning unit with double tuner pre-selector; covers entire UHF frequency spectrum; "balanced line" oscillator keeps frequency drift to minimum; cabinet available in wide choice of colors.

The Clipper, No. CP-1, has been added to Wells & Winegard TV Accessory Mfg. line. Features a high gain fringe area unit for complete VHF channel coverage; has high gain, perfect 300 ohm match; one major forward loop, narrow beam to reduce ghosts. Located in Burlington, Iowa.

An outdoor UHF antenna No. 500-U is announced at General Antenna Mfg. Co., 1652 Rockwell Ave., Cleveland, O. Reported to be effective at up to 50-miles depending on local conditions. Covers all UHF stations; has low vertical radiation angle; low standing wave ratio; 300 ohm terminal impedance; all aluminum.



Semco remote control, available for use on any current TV set, is announced by Semco Engineering & Mfg. Co., 8407 S. Hoover St., Los Angeles 44, Calif. Viewer can adjust picture and sound from distant spot where he sees and hears. Provisions for UHF reception is available by snap-in. UHF coil strips. Has latest cascade channel tuner; signal booster amplifier for weak stations and gives brighter, sharper pictures.

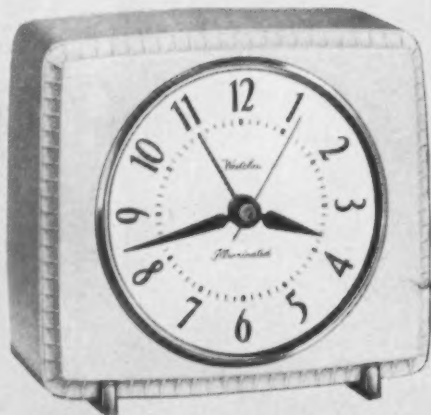
Trio Zig-Zag antennas have been announced by Trio Mfg. Co., Griggsville, Ill. Features a new re-entrant network which provides 3 to 6 db. higher gain on any channel. The new network consists of 2 paralleled quarter wave transformer sections coupled to each antenna—one for upper channel coverage, the other resonant over lower channels.

An addition to the Rohn Tower line, designed to meet need for lower heights, the No. 5 Rohn TV tower of steel tubing has been announced by Rohn Mfg. Co., 116 Limestone Bellevue, Peoria, Ill. The 10-ft. sections are constructed to form a 9-in. triangular tower.

The Mancor Co., Chicago manufacturer of wrought iron furniture, announces a new line of swivel and fixed-top wrought iron TV tables. #100 rotates in a complete 360 deg. arc; accommodates any set regardless of screen size; stands 20-in. high for eye level viewing.

Westclox Announces

By day nobody knows...that after dark



HERE, at last, is a clock to answer the needs of those millions of customers who have difficulty reading a clock in the dark. Now their problem is solved with the handsome new Glo-Larm, a completely different kind of electric alarm from Westclox. Never before a clock face so easy to read in the dark! Instead of the luminous numerals and hands your customers are familiar with, the entire face of Glo-Larm is illuminated. A hidden light glows *through* the dial, clearly outlining hands and numerals. The time can be read at a glance, yet sleep is not disturbed by the light's soft, gentle glow.

The light can be turned to Bright, Dim or Off. Only 4" high, Glo-Larm is available in beige, aqua green or ivory. Bell alarm. It retails at \$8.95 plus tax. Westclox is pushing this new clock with national advertising in full color. Tie in at your store. There's an untapped field of customers for this clock. And your profits will be handsome!

WESTCLOX

Made by the makers of Big Ben

Products of  Corporation

WESTCLOX, La Salle-Peru, Illinois • In Canada: Western Clock Co., Ltd., Peterborough, Ontario

the new Glo-Larm

his whole face glows and glows and glows!

An entirely different kind of electric alarm clock,
the Westclox Glo-Larm answers a great need,
opens a big, new, profitable market for you!



*get this
dramatic display*
FREE

WITH THE PURCHASE OF 4 GLO-LARMS

Your customers can't resist this try-it-yourself invitation. They reach for the switch. They click it on to Bright, try it on Dim and then snap it Off. They'll be delighted...and your sales will mount.

GLO-LARM DEAL #1050

(Includes 2 Ivory, 1 Beige, 1 Aqua Green
plus **FREE** Display)

SELLS FOR... \$35.80

COSTS YOU... 23.28

YOU MAKE... \$12.52

**DON'T DELAY!
SEND THIS COUPON TODAY!**

WESTCLOX
La Salle-Peru, Illinois

Gentlemen: Please send me through my wholesaler _____
sets of Westclox Glo-Larm deals.

MY NAME IS _____

ADDRESS _____

MY WHOLESALER IS _____

HIS ADDRESS IS _____

NEW PRODUCTS

TV BRIEFS

Two new antenna couplers designed to permit use of more than one receiver with a single antenna has been introduced by Insuline Corp. of America, Long Island City; Dubl-Set No. 6093, enables one aerial to feed 2 receivers; Multi-Set, No. 6094, permits as many as 4 sets to function simultaneously.

Tele-Matic Industries Inc., 1 Joralemon St., Brooklyn, N. Y. announces a new UHF booster No. UH-14-83 to improve TV pictures in areas where reception is poor.

Paraboray recently announced by Neal Electronics Co., Huntsville, Ala., is based on the radar parabolic-type antenna; has high average gain across entire spectrum; lightweight, constructed to withstand most adverse weather conditions; only one transmission line is needed on both VHF and UHF.

Vari-Co., a new antenna announced by Falcon Electronics Co., Quincy, Ill., provides all channel coverage, is easily peaked for top performance on any channel range—vhf or uhf.

A new TV lead-in weatherhead called Tenna-Shingle is announced by Javex of Redlands, Calif. Molded of Acrylic resin, it fits under shingles on roof or under siding, and as a shingle adequately covers small hole required for the lead-in. Accommodates standard 300 ohm.

Nine "area engineered" UHF and VHF Delco TV antennas are announced by United Motors Service Div., General Motors Corp.

Two new Alliance Tenna-Rotors is announced by Alliance Mfg. Co., U-83 outwardly restyled and has many interior improvements, supplies easy automatic rotation to any pre-selected "stop" position. T-10, manually operated unit, features simplified control bar across top of rectangular case. Other improvements include die-cast housing on rotator; faster rotation; new magnetic brake; more accessible terminal block.

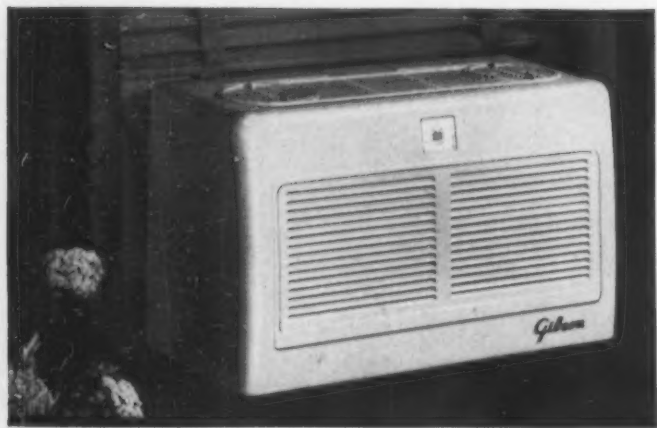
RMS antennas announced recently include 5 SkytraK 6-element UHF yagi antennas; a NevaTip indoor Bowtie model IBT-500 for UHF reception, and 6 new broadband yagis. Radio Merchandise Sales Inc., New York 62, N. Y.

Blonder-Tongue announces a 2-piece remote control for any unit that draws up to 1/2 amp at 117 volts, a.c.; can be operated at distances of 1000-ft. or more. Power control unit of RC-1 plugs into outlet, receives TV set cord; contains B-T thermo relay, indicator lite, fuses.

Channel Master announces a new broad-band UHF antenna, the Bow-Flector No. 408; a new antenna mast featuring a safety device called the "Third Hand"; a new all channel VHF antenna, "Champion" No. 325. Channel Master Corp., Ellenville, N. Y.

Look what you get only with **GIBSON**

YEAR AROUND AIR CONDITIONER SALES PROGRAM!



WHAT? SELL ROOM AIR CONDITIONERS NOW? Right . . . because Gibson is knocking the seasons out of the business! Gibson offers you unusual, new, year-around air conditioners—a powerful national advertising program—proven local promotions—enabling you to sell room air conditioners right now!

OUTSTANDING PRODUCT FEATURES help you turn prospects into sales any time of the year! Only GIBSON has an amazing built-in Gib-sun-air ozone lamp to purify air . . . *plus* heating *plus* cooling! Only GIBSON has full inch-thick filter for

greater comfort! Draft free circulation! Rust proof exterior! Twin air vents! 8 way air conditioning! Clean, safe super-heater! Heavy duty fast-cooling coils! 2-speed whisper-quiet fan! Hidden controls! Beautiful modern cabinets in Mahogany and Baffin beige! 9 models to choose from . . . $\frac{1}{8}$ hp, $\frac{1}{2}$ hp, $\frac{3}{4}$ hp and 1 hp sizes!

BUY NOW...PAY LATER! Yes, in addition to new product features and full product promotion, Gibson offers you an unusually liberal financing plan that lets you buy now, start shipments now for selling now, pay later. Ask about it!

Suggested
retail price
only

\$289⁹⁵

EXCLUSIVE FROM GIBSON — lowest priced $\frac{3}{4}$ hp room air conditioner on the market! Cools, de-humidifies, filters, circulates air up to 500sq. ft.



NATIONAL ADVERTISING!

Powerful Gibson ads will appear again and again and again— in SATURDAY EVENING POST and LIFE —telling and selling Gibson 8-way Room Air Conditioners for you to over 81,000,000 readers!



LOCAL PROMOTION!

Everything you need for solid local promotion—newspaper ads, direct mail, radio and TV spots, displays, unusual demonstration devices—they're all yours! Ask your Gibson distributor salesman to show the whole "KIT AND CABOODLE"!

Today—get the facts on the Gibson Santa Claus Promotion from your Gibson distributors.

SEE YOUR GIBSON DISTRIBUTOR NOW!

Gibson

REFRIGERATOR COMPANY, GREENVILLE, MICHIGAN

also makers of refrigerators



food freezers



electric ranges



TRADE REPORT



TED WEBER, JR.

News Editor

Christmas Sales May Set New Record

The people who make electric housewares are looking forward to an extremely Merry Christmas.

The reason is simple: gift sales may hit an all time-high this year.

That's evident in the replies to questions asked industry executives last month by ELECTRICAL MERCHANDISING. Top officials were asked how good Christmas business would be and whether any shortages might plague the trade during the holiday season.

The answers make it clear that the manufacturing level of the industry expects business to range from very good to excellent—one of the biggest firms going as far as to predict that the 1953 Christmas season "should be the best in our history." There is no general threat of shortages although individual firms expect that there may be temporary outages on specific products in their electric housewares lines.

The Record. Such optimistic predictions are particularly important to an industry which historically does a heavy share of its annual business during the Christmas rush. And it's not hard to prove that electric housewares are in this category.

As the charts below indicate, the Christmas selling months of November and December account for over a third of the year's retail business on electric housewares, something over a quarter of the radio-television busi-

• **Housewares manufacturers agree: holiday sales will be excellent this year and may even set a new record**

• **No severe or widespread shortages are foreseen despite anticipation of near record year-end volume**

ness. Major appliance business does not spurt ahead as much during this season, although certain products seem to hit their peaks in these two months. Last year, for example, dealers reported that 13.7 percent of the year's ironer business was done in December. The second highest month (October) was only 8.84 percent. Dryers, too, hit their stride in December (15.05 percent of the 1952 total being done in December) but climatic conditions probably play a bigger part in this performance than does gift-buying. November accounts for 12 percent of dryer sales.

Company by company, here's what industry executives expect of Christmas, 1953.

Sales. W. H. Dennler, general manager of the General Electric electric housewares department reports that he expects his division to have the best Christmas season in history. Echoing these sentiments are Stanley G. Fisher of Landers, Frary & Clark

who expects business to be "excellent," Gordon T. Ritter of Arvin who anticipates good Christmas trade on all electric housewares at about the 1952 volume, and Elmer Dvorak, vice-president, Camfield, who expects fall business this year to be "very, very good."

Record sales were also foreseen by Westinghouse's Robert M. Oliver and Marvin E. Allesee of Dormeyer. The latter said that "we are looking forward to a very substantial Christmas business . . . the best year in volume that we have had since the war." Oliver pointed out that distributor reports of early buying indicated that well over 90 percent of dealers expected their Westinghouse sales to break records during the forthcoming Christmas season.

Shortages. No one is overly worried about severe or prolonged shortages, even in the face of anticipated heavy business. Dennler conceded that "it might be that customers will have to

shop dealers in order to find a sufficient quantity of our stand mixers and toasters" but pointed out that heavy production makes it fairly safe to guess that "shortages will be very temporary."

Dvorak said that he "anticipates no serious shortages during the balance of the year" and Ritter predicted that "stocks will be reasonably ample on most items." Fisher said that "although some shortages may develop in certain items the general supply situa-

THE PEAKS

Here's the way the individual products sell during the Christmas season:

Products	Nov.*	Dec.*
Elec. Blankets . . .	21.69	37.93
Broilers	8.99	13.65
Clocks	9.61	18.21
Coffee Makers . . .	11.33	24.99
Mixers	10.45	30.85
Roasters	11.70	25.41
Toasters	10.85	21.77
Waffle Irons	10.45	27.80
Irons	8.26	13.01
Radio	9.79	18.17
Television	12.46	13.65

* Percentage of annual business done during given month.

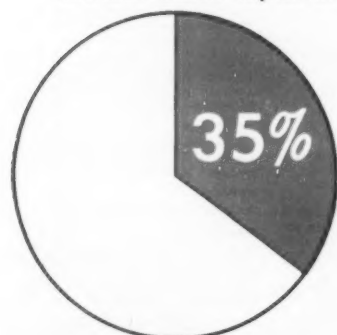
tion is expected to be reasonably easy. From all indications dealers are buying steadily and pretty much in proportion to their rate of sale." John Reidy of Casco pointed out that distributor inventory was extremely low and said that with only an average Christmas season his firm would still be faced with a backorder situation at the end of the year.

Dormeyer's Allesee said that "there will be, as there always are, shortages of popular-named brands at holiday time."

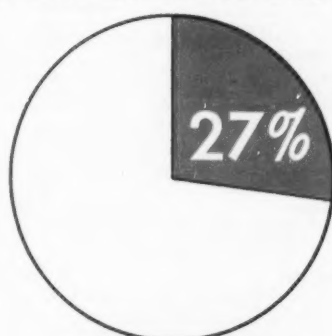
Area Reports. Oliver noted that Westinghouse sales in the Philadelphia, Pittsburgh, Chicago and Denver areas were on the upgrade with cool weather (or the expectation of it) being credited for early activity. Oliver noted that the area around Fort Worth and Dallas was an exception to the rule and said that continued hot weather in this territory had slowed business to some extent.

What Christmas Means to the Retailer

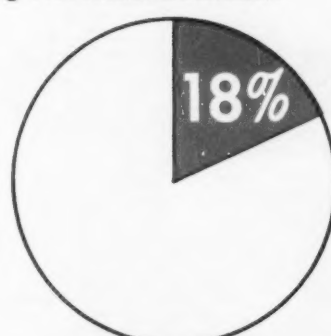
(Shaded areas represent share of annual business done during November-December)



ELECTRIC HOUSEWARES



RADIO-TELEVISION



MAJOR APPLIANCES

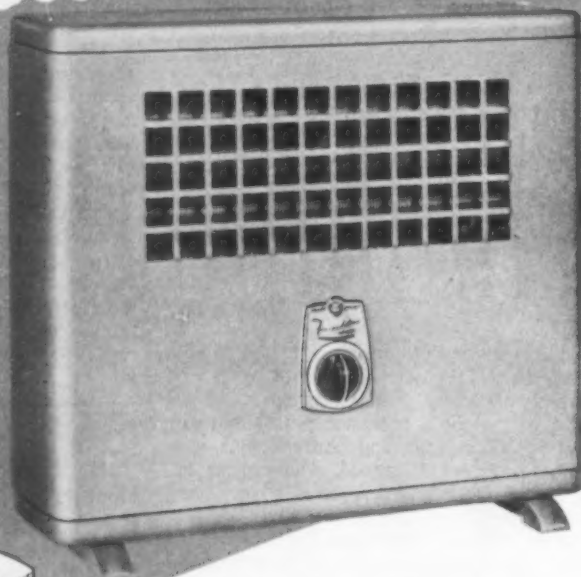
Figures compiled by market and research department, ELECTRICAL MERCHANDISING

Here it is!

KNAPP MONARCH FIN radiation automatic electric ROOM HEATER

Heats an Entire Room!

Here's Why



- **140 FEET OF HEATING RADIATOR SURFACE** is packed into this efficient unit . . . giving 35 times more heating surface than standard rod-type heating elements.

- **AUTOMATICALLY CONTROLS ROOM TEMPERATURE**

from 40 degrees to 90 degrees F. regardless of changing outside temperatures. Exclusive new sensitive thermostat holds room temperature accurately. It is not, as with inferior types, affected by the heat of the heater itself!

- **PORTABLE**

Weighs less than 22 pounds . . . only 22" wide, 19" high, 5½" deep. Plug into any adequate 110 volt circuit. Underwriters' approved.

- **NATIONALLY ADVERTISED**

in Living for Young Homemakers, American Home, Better Homes and Gardens and House Beautiful.

Standard Model Fin Type Heater with 3-heat switch, similar to model shown, but without the automatic room temperature control feature.

EVERY HOME HAS A ROOM FOR THE  AUTOMATIC FIN ROOM HEATER!



PLAYROOM



NURSERY



RATHSKELLER



BATHROOM



DEN



BREEZEWAY

Here's Where

ALABAMA

Birmingham—Stratton & Terstegge Co.

ARIZONA

Phoenix—Arizona Wholesale Supply Co.
Phoenix Hardware Co.

ARKANSAS

Little Rock—J. T. Lloyd Co.

CALIFORNIA

Eureka—North Coast Mercantile Co.
Modesto—Wille Elec. Co.
Oakland—Gibson Supply Co.
Sacramento—Superior Sales Co.
San Francisco—J. B. Calder Co.
Dunham, Carrigan & Hayden Co.
Stoss and Brittain
San Jose—Appliance Distributors

COLORADO

Denver—Central Elec. Supply Co.
Electronics Distributing Co.
Moray Mercantile Co.
Grand Junction—Biggs-Kurtz Co.
C. D. Smith Co.
Pueblo—Pueblo Electric Supply Co.

CONNECTICUT

Bridgeport—Park City Distributors
Hartford—Capitol Light & Supply Co.
Arthur Hahn Co.
Joseph Simons Co.
Roskin Distributors

DELAWARE

Wilmington—Artcraft Electric Supply Co.

FLORIDA

Fort Myers—Norman Auto Supply Co.
Jacksonville—All State Pipe & Supply Co.
Towers Distributing Co.
Lake Wales—Norman Supply Co.
Miami—A. N. Brady Wholesale Hdw. Co.
Frank T. Budge White Hdw. Co.
Electric Sales & Appliances
Wholesale Appliances
Pensacola—Pace Holland Co.
Tampa—Electric Supply Co.
L. I. Distributors Inc.
I. W. Phillips Co.
Raybro Electric Supply Co.

GEORGIA

Atlanta—Brown Distributing Co.
Augusta—Hart Electric Supply Co.
Dublin—Lovett & Tharpe Hdw. Co., Inc.

GEORGIA—cont.

Gainesville—Paris-Dunlap Hardware Co.
Rome—Rome Hardware Co., Inc.
Savannah—Westinghouse Elec. Sup. Co.

ILLINOIS

Aurora—Schomer Elec. Co.
Chicago—All-American Sales Inc.
Bennett Bros. Inc.
Bruns & Collins Inc.
S. Buchsbaum & Co.
City Electric Supply Co.
Continental Products, Inc.
Ever-Ready Electric Supply Co.
Joseph Hahn & Company
Howard Electrical Supply Co.
Hyland Electrical Supply Co.
Illinois Electrical Sales Co.
Loomis Textiles Inc.
H. V. Mann Co., Inc.
John Plann & Co.
P. J. Rubey Co.
Steiner Elec. Co.
Triangle Industries Corp.
Weinberg & Company
Blaine Williams Elec. Sup. Co.
Champaign—Tepper Wholesale Electric
Decatur—Decatur Electric
Decatur Paper
Elgin—Fox Elec. Supply
Forest Park—Madison Electrical Supply
Joliet—Barrett Hardware
Joliet Elec. Supply
Kankakee—Kankakee Schomer Elec. Co.
Peoria—Peoria Paper
John C. Streibich Co.
Quincy—Irwin Paper Co.
Tenk Hardware
Rockford—Engelwood Elec.
Spring Valley—Cassiday Bros. Wholesale

INDIANA

Elkhart—Elkhart Supply Co.
Evansville—Westinghouse Elec. Sup. Co.
Fort Wayne—National Mill Supply
Schlatter Hardware
Indianapolis—Capitol Paper
Kiefer-Stewart
Kipp Bros.
Mooney-Mueller-Ward
Services Inc.
Logansport—David Wholesale Electric
Richmond—Richmond Electric Co.
South Bend—Young Heating Supply
Terre Haute—Levin Bros.

IOWA

Cedar Rapids—Electric Motors Co.
Des Moines—Consumers Supply Co.
Robinson Wholesale Co.

KANSAS

Colby—Golden Wholesale Hdw.
Topeka—Kansas Electric Supply Co.
Wichita—Excel Distributors

KENTUCKY

Louisville—Belknap Hdw. & Mfg. Co.
Peaslee-Gaulbert Corp.
Stratton & Terstegge Co.

LOUISIANA

New Orleans—Interstate Electric Co.
Leonard Krower & Son, Inc.
Shreveport—Interstate Electric Co. of
Shreveport

MAINE

Bangor—Coffin & Wimple, Inc.
Portland—Arthur Hahn Co.
Holmes Electric Supply Co.
Kendall & Whitney
Joseph Simons Co.

MASSACHUSETTS

Boston—Bigelow & Dowse Co.
Milender Dist. Inc.
Fitchburg—Service Electric Supply Co.
Lawrence—Dyer Clark Co.
Springfield—Krevin Hardware Co.
Milender Dist. Inc.
Worcester—Atlantic Elec. Supply Co., Inc.

MICHIGAN

Detroit—Buhl Sons, Inc.
Daybert Dist. Co.
Electrical Specialties Co.
LaSalle Supply Co.
Madison Electric Co.
Flint—Silkworth Distributing Co.
Saginaw—Saginaw Hardware Co.

MINNESOTA

Alexandria—Minnesota Elec. Supply Co.
Duluth—Graybar Electric Co., Inc.
Kelley-How-Thomson Co.
Marshall-Wells Co.

Mankato—Southern Minnesota Sup. Co.
Minneapolis—Geo. A. Clark & Son, Inc.
Coast-to-Coast Stores Cen-
tral Organization Inc.

Gamble-Skogmo, Inc.
Graybar Electric Co., Inc.
Janney, Semple, Hill & Co.
Larson Electrical Co.
Our Own Hardware Co.
Sterling Electric Company

Rochester—Southern Minnesota Sup. Co.
St. Cloud—Minnesota Electrical Sup. Co.
St. Paul—Farwell, Ozmun, Kirk & Co.
Graybar Electric Co., Inc.
Motor Power Equipment Co.
Willmar—Minnesota Electrical Supply Co.

MISSOURI

Joplin—Mardick Distributors
Kansas City—Columbian Electrical Co.
McPike Inc.
Meyer Jewelry Co.
Stowe Hdw. & Supply Co.
St. Joseph—C. B. Smith Drug Co.
St. Louis—A. R. A. Distributing Co.
Ahrens & McCarron
Artophone
Blackwell-Wieland
Broadwell & Co.
Brown Supply
H. E. Krismann Co.
Shapleigh Hardware
Stone Distributing
Witte Hardware

MONTANA

Billings—Montana Electric Supply
Great Falls—Glacier State Elec. Sup. Co.
Missoula—Missoula Mercantile Co.

NEVADA

Reno—Osborne & Dermody, Inc.

NEW JERSEY

Asbury Park—Rutkin Electric Supply Co.
Atlantic City—Maeglin Electric Supply Co.
Jersey City—Garfunkel Co.
Morristown—Morristown Elec. Supply Co.
Newark—Lehrhoff and Co.
Newark Specialty Co.
Reliable Electric Supply Co.
H. Schultz and Sons

Trenton—Fineburg's
Union—Surrey Elec. Supply Co.

NEW MEXICO

Albuquerque—Electric Supply Co.
Stryco Sales Co.

KNAPP-MONARCH CO. • ST. LOUIS 16, MO., U. S. A. • BETTER PRODUCTS FOR BETTER LIVING

K-M FIN ROOM HEATER DISTRIBUTORS (Continued)

NEW YORK

Albany—Colonial Heating Equipment Co.
Fort Orange Radio Dist. Co.
Haven's Electric Co., Inc.
Roskin Bros., Inc.
Security Supply Corp.
Binghamton—City Electric Co., Inc.
Florance Electric Sup. Co.
Brooklyn—Adco Company
Horn Brothers
Buffalo—Central O-B Products Co., Inc.
Davis Electrical Supply Co.
Lee Distributing Co.
R. C. A. Victor Dist. Co.
New York—Bennett Bros., Inc.
Loring Lane
Owl Trading
Rochester—Stanley Merchandising Co.
Syracuse—City Electric Co., Inc.
L. Gordon Dist. Co.
Yonkers—F. & G. Wholesale Paint & Hdw. Corp.

NORTH CAROLINA

Charlotte—Allison-Erwin Company
Carolinas Auto Supply House
Southern Bearings & Parts Co., Inc.
Greensboro—Odell Hardware

NORTH DAKOTA

Fargo—The Larson Co.
Reinhard Brothers, Inc.

OHIO

Alliance—Robertson Supply Co.
Ashland—Mansfield Housewares, Inc.
Cincinnati—Krusse Hardware Co.
The Weisbrodt Merchandiser
Westinghouse Elec. Sup. Co.
Cleveland—Allen Electric Co.
Edgar A. Brown, Inc.
Carnegie Radio Co.
Cleveland Hw. & Sup. Co.
Milner Electric Co.
Ramsey-Bennett Co.
Chas. S. Rivchun & Sons, Inc.
Mansfield—Mansfield Housewares Inc.
Marion—Probst Supply Co.
Tiffin—W. H. Kildow Co.
Toledo—Toledo Merchandise Co.
Walding Kinnan & Marvin Co.
Youngstown—R-M Specialty Co.
Stambaugh-Thompson Co.

OKLAHOMA

Oklahoma City—Snyder Electric Inc.

OREGON

Portland—Coffin & Wimple, Inc.
S. A. Sedlock & Co.
Kelwin Dist. Co.

PENNSYLVANIA

Allentown—Clark Distributing Co.
Altoona—Dibert Radio, Inc.
Hazleton—Ceruleo Electric Sup. Co., Inc.
Johnstown—Cambria Equipment Co.
Oil City—Corrin Electric Supply
Philadelphia—Edwards & Walker Co.
Pittsburgh—Anchor Dist. Co.
Kim Electric Supply
Martin-Hardocq Co.
State Electric Supply
Tauberg Co.
Reading—Penn Supply Co.
Sharon—Keystone Sales Co.
Uniontown—The Fayette Company

RHODE ISLAND

Providence—Milhender Dist., Inc.

SOUTH CAROLINA

Spartanburg—
Montgomery & Crawford Co., Inc.

SOUTH DAKOTA

Aberdeen—Graybar Electric Co., Inc.
Watertown—J. H. Larson Electrical Co.

TENNESSEE

Bristol—Interstate Hardware Co.
Chattanooga—Whise, Furn. & Appl. Co.
Knoxville—Wholesale Furn. & Appl. Co.
Memphis—Orgill Bros. & Co.
Woodson & Bozeman Co.
Nashville—Phillips & Buttrif Mfg. Co.

TEXAS

Austin—Richardson Hdw. Co.
Dallas—Meletio Electric Supply Co.
El Paso—The Iron Co.
Fort Worth—W & K Wholesale Dist.
Houston—Heightman Hdw. Co.
Peden Iron & Steel Co.
Straus-Frank
Orange—Sabine Supply Co.
San Antonio—Watts Hardware Co.

UTAH

Salt Lake City—Standard Supply Co.

VIRGINIA

Norfolk—Atlantic Electric Corp.
Richmond—Electrical Equipment Co.
Virginia-Carolina Hdw. Co.

WASHINGTON

Seattle—Schwabacher Hardware Co.
Spokane—Standard Sales Company
Tacoma—Demick Electric Supply Co.

WEST VIRGINIA

Wheeling—Greer-Laing Hdw. Co.
Ohio Valley Drug Co.
Shulick-Taylor Co.

WISCONSIN

Abbotsford—Hull Elec. Supply
Ashland—A. B. Garnish & Sons Hdw.
Beloit—Municipal Elec. Supply
Eau Claire—J. H. Larson Co.
Fond du Lac—Hallmark Elec.
Green Bay—Beemster Elec.
Hudson—J. H. Larson Electrical Co.
La Crosse—La Crosse Steel Roofing and Corrugating Co.
Milwaukee—Hastings Dist. Co.
Milway, Inc.
Shadbolt and Boyd
Speer Bros. Tobacco
Taylor Elec. Co.
Wisconsin Deluxe
Racine—Allens Merchandise Co.
Sheboygan—J. S. Koepsel Co.
Stevens Point—The Central Co.

WYOMING

Casper—Casper Supply Co.

Cooperative Effort

Three powerful manufacturer organizations have combined forces in a determined campaign to end "unfair and discriminatory" federal excise taxes on electric, gas and oil appliances.

The groups which held a joint press conference in New York recently were the National Electrical Manufacturers Association, the Gas Appliance Manufacturers Association, and the Oil-Heat Institute.

Reese Mills, chairman, excise tax advisory committee of NEMA, and chairman of the press conference, stated that "declines in the sales of appliances show that the excise taxes are having a serious effect upon the sales of these products."

The present excise tax on appliances expires next year and Congress at that time is expected to consider a number of proposals for revising the federal tax structure.

The three manufacturing groups have moved to enlist the support of their members and the support of retailers and distributors.

Six Reasons. The combined organizations issued a fact sheet outlining their major objections to the taxes as they now exist. They are:

"1. The taxes, originally imposed during World War II, were levied to discourage consumer buying of appliances and thus to conserve scarce metals.

"2. These taxes are discriminatory in that they are extra taxes to which many other durable and non-durable goods are not subject.

"3. The appliances on which the taxes are levied are essentials to modern living and are no longer luxuries.

"4. The income from the taxes represents only one-fourth of one percent of the government's tax revenue, which, if removed, might well be offset by increased revenues resulting from better business.

"5. Excise taxes on appliances work a direct hardship on five major groups: manufacturers, wholesalers, dealers, and employees of all firms in the electric, gas, or oil appliance business, as well as consumers of these products.

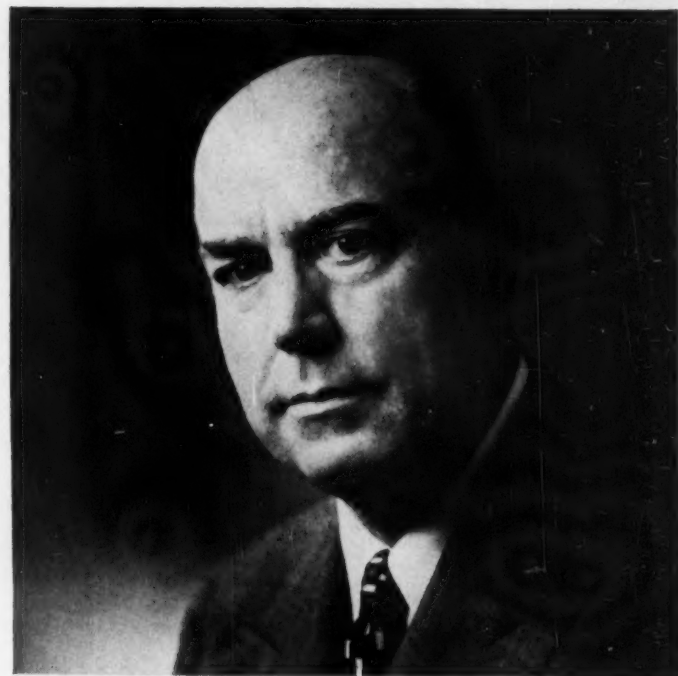
"6. The ratio of the production of appliances to overall national production has shown a substantial loss over the past three years, a fact which indicates that the tax is having a serious impact on sales."

FTC Changes Mind

The government has reversed itself and announced to American business that it is all right to use the word "free" in describing premiums given away with other merchandise that must be purchased.

The new policy decision by the Federal Trade Commission rules that the word free may be used so long as the advertising is "non-deceptive"—i.e., that all conditions on keeping the gift are set forth in the advertisement and there is no increase in price, or reduction in quality or quantity of the required purchases.

The National Better Business Bureau, which was dismayed when the



Donald C. McGraw

Donald C. McGraw has been elected president of the McGraw-Hill Publishing Company, Inc., succeeding his brother, the late Curtis W. McGraw.

McGraw, youngest son of the late James H. McGraw, Sr., founder, has been associated with the company since 1919. He has been a director since 1935, and vice-president since 1945. During World War II, he was a consultant to the Publishing and Printing Division of the War Production Board.

McGraw joined McGraw-Hill in 1919 as a member of the advertising staff of *Chemical and Metallurgical Engineering*, which has since become *Chemical Engineering*. Two years later, he transferred to the pressroom and composing room. McGraw-Hill then operated its own printing plant in its building at 36th Street and Tenth Avenue. In 1924, he assumed supervision of the operation of the building and of the printshop.

Since 1933, when he was made secretary of the company and put in charge of production and manufacturing, he has been responsible for the handling of all contracts for printing and binding, engraving, and paper supply for the entire McGraw-Hill operation.

McGraw in 1945 was named vice-president for manufacturing and general services.

government ruled against use of the word "free" in 1948, announced that it was satisfied with the new ruling and urged that "both the spirit and letter" of the new ruling be complied with.

Both rulings resulted from cases which involved books. The original ruling five years ago was against the Book-of-the-Month-Club. The new position taken this September was in dismissing charges against the Walter J. Black Corp., which operates the Classics and Detective Book Clubs.

The ruling applies to appliance dealers who offer premiums with purchases, so long as the word "free" is used honestly and without deception.

Diamond Jubilee

The electrical industry next year will celebrate the seventy-fifth anniversary of Edison's invention of the first practical incandescent lamp and appliance dealers and distributors are expected to participate in the "diamond jubilee", George H. Blake, chairman of the planning group for the celebration said last month.

Theme of the jubilee year will be "Light for Freedom—Power for Progress". Community celebrations of the Jubilee are already planned in 400 cities. The first of these probably will be held in Atlantic City to coincide with that community's own centennial celebration.

*Excitingly
Beautiful!*



usAIRco

Room Air Conditioner

*with exclusive
Fiberglas Cabinet!*

THE GREATEST INNOVATION IN WINDOW UNIT HISTORY!

Fiberglas colors are permanent—never need painting.

Fiberglas resists stains from all types of solvents... insures permanent beauty.

Fiberglas resists chipping, denting, warping, cracking or splintering.

Fiberglas has a tough smooth surface which cleans with the wipe of a rag.

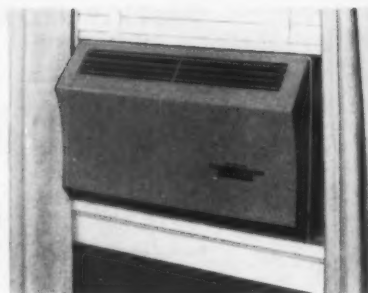
Fiberglas cannot absorb moisture—will not corrode from the water condensate on the base pan of the unit.

Fiberglas is acoustical—absorbs sounds and is an insulator as well—keeping the cool air within the unit until the fan moves it into the room through the discharge louvers.

Fiberglas is as strong as steel—and is 2/3 lighter.

Fiberglas actually strengthens as the temperature lowers, with almost no expansion or contraction.

No other unit
gives you so
many features
at no extra cost!



You can't beat it... but you can sell it! The *all new* usAIRco room conditioner for '54! No other unit has hit the market with the eye catching beauty of the usAIRconditioner. Beauty that sells because it eliminates unsightly bulky cabinets and decorating problems.

PROJECTS ONLY 1 OR 2 INCHES INTO ROOM—no more need to cut off draperies because they pull in front of the usAIRconditioner.

SMART DESIGN—beige Fiberglas cabinet and smooth design of front cabinet by one of the nation's leading designers make the usAIRconditioner ideal with traditional or contemporary decor.

ADJUSTABLE DISCHARGE LOUVERS—allow you to choose the direction of the discharged air.

QUIET OPERATION—2-speed fan for cooling or ventilating gives quieter operation when desired and sound absorbing Fiberglas decreases operating sounds, too.

COMPACT—fits into the smallest, standard size, double-hung windows.

REMOVABLE FILTER—eliminates dust, pollens, etc.

THERMOSTATIC CONTROL—Unit goes on and off automatically to maintain the room temperature you want.

INCREASED DEHUMIDIFICATION—on very humid days "COOL-LOW" pushbutton insures "extra" removal of moisture from the air.

FRESH AIR AND EXHAUST OF ROOM AIR—adds to your comfort when cooling or ventilating.

SMART OUTSIDE APPEARANCE—does not mar the beauty of your home or office because of its smooth lines and beautiful Fiberglas cabinet.

EASILY SERVICED—Inside chassis slides out on channel rails from inside the room—outside cabinet and window block-offs remain in place.

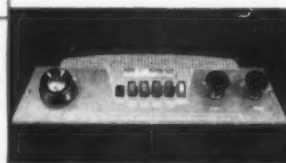
MATCHING FIBERGLAS WINDOW WINGS.

3 SIZES

A size for every room.
1/2 hp, 3/4 hp and 1 hp.

**usAIRcontrol
panel**

5 Year Warranty



Cools and Heats

This versatile unit also comes equipped with resistance heater or reverse cycle heat pump

Easy to operate. The front panel of the unit flips down, giving full view of the smart, easy to operate usAIRcontrol panel. Push a button and the usAIRconditioner cools, heats ventilates, cleans, dehumidifies and exhausts room air or brings in fresh air.

NEW! Hard-Hitting... Test Proved Merchandising Program for '54!

This complete merchandising package is prepared to help you sell more window type usAIRconditioners than ever before. Complete selection of hard hitting

**NEWSPAPER MATS
RADIO AND TV COMMERCIALS**

**DIRECT MAIL PIECES
POINT OF SALE DISPLAYS**

usAIRco's liberal co-operative advertising plan *plus* this all-new sales promotion package will work for you—will give you the most successful sales year you've ever had.

for complete details write

UNITED STATES AIR CONDITIONING CORPORATION

3300 Como Avenue S. E., Minneapolis 14, Minnesota

usAIRco
30 YEARS OF AIR CONDITIONING

TELEVISION

Color by Christmas

Quick FCC approval seems certain after NTSC's successful demonstration of color for the FCC; first sets should be available shortly thereafter

Commercial color television is not far away. It will probably be approved by the FCC some time before the end of the year.

And limited numbers of color receivers should find their way onto dealers' floors within weeks after the FCC action.

The feasibility of a timetable like this was apparent last week after the National Television System Committee staged an impressive demonstration of color programming, transmission and reception for the FCC in New York's Waldorf Astoria.

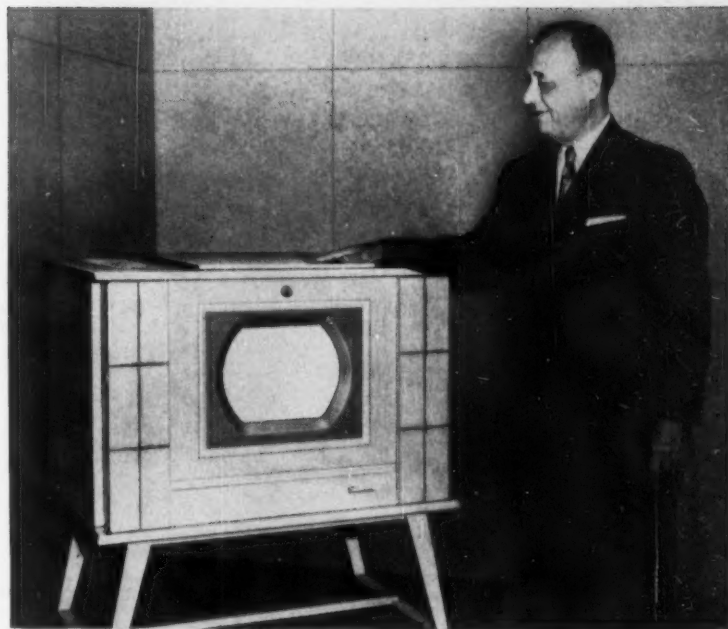
Color receivers developed in the laboratories of 13 different firms were used for the New York demonstration. All produced acceptable color pictures and color reception on most of the sets ranged from very good to excellent. (Black and white pictures of the color program—received on conventional monochrome sets—were excellent.) The only apparent shortcoming in any of the color sets was a predominance of one color on the screens of one or two of the receivers. But the overall performance was hailed as "impressive" by FCC members, industry executives and members of the press who attended the Waldorf demonstrations.

It's fairly obvious, however, that FCC approval, no matter how prompt, will not be followed by immediate quantity shipments of color sets. But it is also obvious that many, if not most, set makers will rush pilot-run sets onto the market within weeks

after the FCC go-ahead. It is generally conceded that these sets will retail for somewhere in the neighborhood of \$700 to \$1,000. Lower prices and larger screen sets will depend on the opening up of mass production facilities for color tubes.

Similarly, limited color programming is expected almost immediately after FCC approval; the number of color telecasts will be stepped up in the following months.

Sets used in the successful color demonstration in New York included: Admiral, CBS-Columbia, Crosley, Emerson, G-E, Hallicrafters, Hazeltine, Motorola, Philco, RCA, Sylvania, Westinghouse and Zenith.



DELIVERIES within a week after FCC approval of compatible color are promised on this color receiver built by Emerson. President Ben Abrams is shown with the set, which will retail initially for about \$700; it will have 14-inch picture.

Color: A Problem Already

Set makers try to figure out how to climb on the color band-wagon without hurting their sales of black and white sets; CBS, Emerson show new tube, sets

It's becoming harder and harder with each passing month for television set makers to continue straddling the fence.

Their problem resolves itself this way:

No manufacturer wants to hurt his current sales of black and white receivers by premature talk about the availability of color sets.

On the other hand, no major manufacturer is willing to let the competition steal the lead in the race for dominance in the color market.

The difficulties involved in meeting both of these requirements become more and more obvious. Manufacturers who want to make an early landing in the color market have to be careful that their announcements of developments in color tubes and receivers don't slow down sales of black and white sets. Yet this kind of caution makes it more and more difficult to say anything newsworthy about color. What the press wants to hear are predictions of when color sets will be available and how cheaply they can be produced. And that kind of talk obviously isn't designed to spur sales of monochrome receivers.

Yet, despite these considerations, more and more was being said about color last month. Emerson unveiled a color set which will be marketed within a few weeks after FCC action and which will retail for \$700. CBS-Hytron showed a "revolutionary, low-cost and vastly improved" color tube. And CBS put on a half hour telecast to show off not only the new Colortron tube but also a newly designed color camera and CBS-Columbia color sets.

Pressure. Nowhere was the pressure to be first with color more evident than in the CBS showing. The Colortron tube had produced excellent pictures at a technical press showing in Danvers, Mass., earlier in the month. But the network's highly publicized color show at the Waldorf Astoria was obviously premature and the dis-

appointing color reception led to a good deal of unfavorable comment in the daily press. (A week later the Colortron made a "comeback" by producing excellent pictures during the FCC demonstration.) The volume and intensity of this criticism has probably tended to overshadow the earlier performance of the tube. But if the tube embodies all the advantages CBS-Hytron claims, it may still have a real impact on the color market.

CBS officials, for example, claim that the tube, when placed in mass production, would cost only 30 percent more than its black and white counterpart. According to CBS officials, this lower tube price plus savings in simplified circuits and manufacturing economies should permit reduction in the prices of sets by about 40 percent by the end of 1955 or early in the following year. CBS officials still think that initial color sets will be priced at about \$1000. Thus by the end of 1955 color sets should be down around the \$600 level.

CBS-Hytron will begin pilot production of the new tube in its Newburyport, Mass., plant in February.

Most previous color tubes have been flat-mask types in which the picture is presented on a flat glass plate containing 250,000 phosphor triads. Behind this plate is a stretched metal mask with 250,000 tiny holes. An additional face plate is also needed. In the Colortron tube the phosphor dots are placed directly on a curved glass face plate by a process similar to photoengraving. Each mask is actually used as a negative in the photo engraving process and this simplifies the problem of registering (or aligning) the masks with the dots, CBS says.

These officials claim that competitive tubes of the flat-mask type have five major disadvantages:

- (1) difficulty and high cost of manufacture
- (2) more complicated receiver circuitry and adjustments



SIMPLER CONSTRUCTION of CBS-Hytron's Colortron tube as compared with a flat-mask type tube is emphasized by president Bruce A. Coffin, right. Looking on are vice-president Charles F. Stromeyer, left, and treasurer Lloyd H. Coffin.

only **MONARCH** gives you
this surface oven that

*Saves
Stooping*

*Perfect for
Casserole Dishes
Pies and Cakes
Cookies
Baked Beans
Spare Ribs
Wild Game
Roasts
Vegetable Dinners
Baked Fish
Fowl*



MODEL F158

This ultra-beautiful Monarch Range has a patented roaster-size oven built flush into the cooking top large enough for a big turkey . . . plus a large regular oven equipped with broiler.

The surface oven adds new joy to cooking! Just lift the cover and there's your food. No bending, no stooping. Handy for frequent basting to make meats extra juicy and tender. Whether you cook with *Electricity* or *Gas*, YOU can enjoy the exclusive conveniences of this Monarch 2-oven Roaster Range.

Model F158 available in White, Ivory, Red, Chestnut or Black.

the NEW FOUR for 54



Electric Range with divided top and full surface oven. 6-burner Electric Range with 2 full-size ovens. 32" deluxe range for small kitchens.

Monarch
ELECTRIC AND GAS RANGES
Choice of Good Cooks Since 1896

AS ADVERTISED IN NATIONAL CONSUMER MAGAZINES

WRITE FOR FRANCHISE INFORMATION

MONARCH MALLEABLE RANGE CO., Beaver Dam, Wis.

(3) sensitivity of the stretched mask to operating overload or faulty circuitry

(4) fragility and intricate construction which makes it susceptible to damage in shipment

(5) difficulties in mass-producing large-size, rectangular tubes.

First Set. During a luncheon meeting of the New York Society of Security Analysts in late September, Emerson's Ben Abrams unveiled the color set on which his firm will begin making deliveries within a week after FCC action. The Emerson prototype is priced at \$700 and Abrams said that initial color sets would have to retail at from \$700 to \$1000. But within 18 months the price will have dropped to a level 25 percent above corresponding black and white models.

Abrams said that he believed that color receivers would not supplant black and white sets "for many years". He conceded that "there will be a steadily decreasing market for higher-priced black and white receivers as the production of color receivers increases and as their prices are brought closer in line with black and white models."

Dealers Enlisted

"Dealers are key people . . ."

That's the audience promotion department of NBC's television network talking. That particular bit of advice—and a good deal more—is contained in a recently published book for NBC's local affiliates. The book is called "Circulation Promotion for Television Stations" and the men who distribute, sell and service TV sets get considerable attention in its pages.

In a section describing operations before the station goes on the air, the book's authors tell station owners to work on four fronts—and the first of these four is built around cooperation with dealers. Station owners are urged to call meetings of dealers, distributors and service men and to acquaint all these groups with the station's telecasting plans. Also suggested is formation of a dealer-distributor working committee.

When conversion is necessary, stations are advised to be careful in their advertising and to avoid making conversion sound too technical or simple.

For Old TV, a New Life?

Increasing activity by manufacturers indicates that projection television, a dead issue for the past few years, may be on the road to a comeback

Projection television, one of the early experimental forms of TV which never quite went over, may make a re-appearance on dealers' floors within a few years.

Last month, amid the hubbub over new color tubes and receivers, there were indications that laboratories of big manufacturing firms are paying increasing attention to solving the problems of projection TV. Here are some of the signposts:

Benjamin Abrams, president of Emerson Radio and Phonograph Corp., predicted that projection TV would be the "order of the day" in the not too distant future.

Almost 1,000 projection tubes were sold to manufacturers during the first eight months of 1953, about double the number sold during the entire years of 1951 and 1952, according to RETMA figures.

A British firm recently introduced new projection receiver at a radio show in Britain.

Light Factor. Operating on the principle of projecting a picture through a series of lenses and reflectors onto a frosted glass or wall screen, projection TV enjoyed a brief sales flurry between 1948 and 1950, but never caught the public's fancy. It was plagued by lack of brightness, which made pictures appear gray alongside of conventional TV reception. The problem has never been overcome, although Abrams said it is "well on the way toward being worked out."

An executive for another firm experimenting with projection TV said

that if the problem of brightness is near solution, he had "not heard about it." But he added that projection TV is "far from being a dead issue," and blamed part of its failure on methods by which it was merchandised.

"It was unfortunate that they (projection sets) were displayed alongside of white goods and compared with light objects," he said. "The average merchant didn't have facilities to show it properly."

Large Producer. Abrams pointed out that Emerson once was the largest producer of projection receivers, and that a "resumption of our activities in the projection field may soon take place." He said it probably would be two or three years before any concrete results of this laboratory work could be expected.

"Color television, even more than black and white, will speed up the development of projection television and this will ultimately result not only in achieving larger picture sizes but also lower production costs," he said. "Projection television will also make for a better quality of color picture."

Interim Cuts

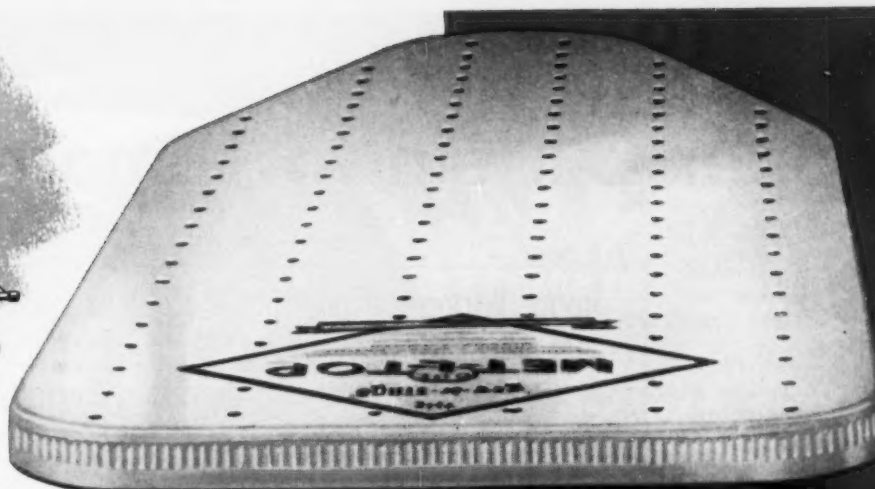
Raytheon has cut prices on its "interim model" sets introduced early last summer in a move to "shorten and strengthen" the firm's TV line.

The company's "interim line" was introduced prior to Raytheon's introduction of its "vu-matic" models on July 30.



Model C-690

For sit-down or stand-up ironing adjusts at the flick of a finger!



anyway you look at it
THE SENSATIONALLY NEW
MET·L·TOP
IRONING TABLE
is made to sell!

Feature for feature, there is no finer ironing table on the market than the all-new MET-L-TOP—nor is there any table with more sell-on-sight sales appeal.

Stock MET-L-TOP! Display MET-L-TOP!

You'll sell more MET-L-TOP Ironing Tables than ever before!

MORE BEAUTY! MORE STRENGTH!

MET-L-TOP now offers dazzling eye appeal—glamorous new colors and design—with a chartreuse top, dark green legs and chrome feet.

PLUS the famous MET-L-TOP double top and other exceptional construction features that assure utmost strength and lifetime durability!

MORE ROOM FOR KNEES AND LEGS!

Now there is loads of leg and knee room under the new MET-L-TOP—no more side-saddle straddling when you iron sitting down. The new MET-L-TOP “floats” over the lap—for complete comfort and effortless ironing.

MET·L·TOP

THE Original ALL-METAL IRONING TABLE

G.P.&F.

GEUDER, PAESCHKE & FREY CO., 1415 W. ST. PAUL AVE., MILWAUKEE 1, WIS.

\$13⁹⁵

RETAIL

Other models, for stand-up ironing, \$8.95 and \$9.95

NATIONALLY ADVERTISED
...in Good Housekeeping and Ladies' Home Journal



Copper Curtain to Tomorrow's Sales

In Cleveland last month, electrical contractors and utility men launched a cooperative effort to promote better wiring in new houses.

In the South half a dozen utilities were in the midst of campaigns to modernize antiquated wiring systems in old homes.

In Cincinnati contractors and utilities were ready to unveil a new pay-as-you-go rewiring program.

Last month ELECTRICAL MERCHANDISING editors found incidents like these as they checked across the country on one of the industry's oldest and most critical problems—inadequate wiring. The problem is big and getting bigger—but it begins to appear that the industry is taking stronger and stronger measures to counteract it.

The Problem. Long the unwanted child of the electrical industry, the problem of adequate wiring in American homes has slowly materialized into a stumbling block to the appliance dealer's business today and a threat to the sales of tomorrow.

Evidence of inadequate wiring can be found in millions of homes: the fuses that blow when the air conditioner goes on; the television set that flickers; the boiler that never heats up; the lamps that give out only a glimmer of their potential brightness.

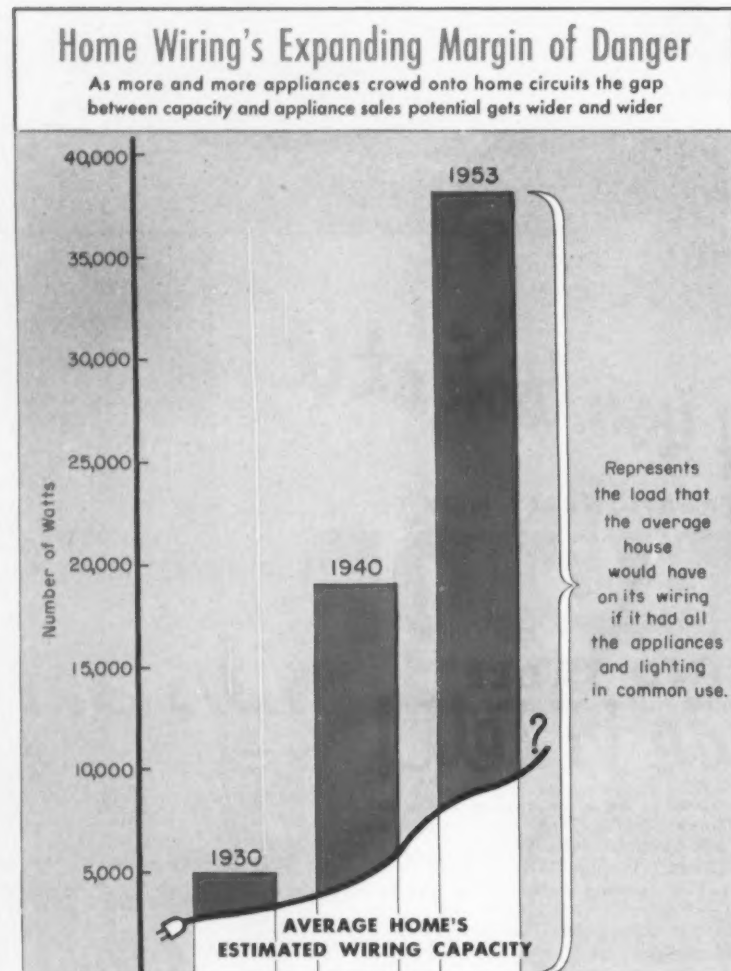
Such things happen because the average dwelling unit in this country was built some time before World War II when demands on electrical capacity were far below current needs (see chart). As a result, there are some 20,000,000 homes in need of some kind of wiring renovation, according to the National Adequate Wiring Bureau.

The Background. Because it is something he cannot see, the average homeowner has never given much thought to his wiring. If he bought a new home during the 1930's, chances are he found out his wiring cost him two to three percent of his total expense. If he rented or owned an old home during that time, his idea of adequate wiring might have been to add multiple outlet plugs and extension cords.

In the 1940's, home-wiring systems were beginning to lag far behind the capacity needed to operate the new appliances and housewares that were rolling off manufacturers' assembly lines. By the time the post World War II boom started—and especially with the advent of air conditioners—the nation's lack of adequate wiring began to make itself felt.

According to NAWB, the homeowners were not the only ones who could not see the approaching danger. Most of the electrical industry—manufacturers, dealers, distributors, contractors, and utilities—were too busy to give much thought to wiring.

These factors combined to produce a generally obsolete wiring network



which leaves many homes with five or six circuits instead of the 10 or 12 desired for modern needs; No. 14 size wire, instead of the heavier No. 12 wire; and some two-wire, 120-volt circuits instead of three-wire 120-240-volt circuits preferred nowadays.

"Stringing appliances on your wiring system is like throwing them into a sack," says J. C. Murtha, of Consolidated Edison, New York. "You throw so many in, and then the sack is full, and you can't get any more in. You have to get a bigger sack."

The necessity of "getting a bigger sack" was made clear to many New York apartment dwellers this summer. In the sweltering heat, they ran to buy air conditioners, only to find out their landlords often would not permit the units to be installed because building wiring systems could not support them.

Biggest Offender. Air conditioning has been the main reason for much recent interest in home wiring, says NAWB. A one-half horsepower unit or above almost demands a 120-240-volt three-wire circuit, yet there have been many reports of home owners

plugging them into convenience outlets.

When a fuse blows, the utility is usually the first one to hear about it. For that reason, utilities are directing the brunt of missionary work on behalf of adequate wiring in most of the country. Example: The South Carolina Electric & Gas Co. of Columbia, S. C., issued a special report warning its customers that installing air conditioners on obsolete wiring systems constitutes a fire hazard and advising them of a variety of ways to modernize their wiring systems. Under barrages of complaints, many other utilities have taken similar measures to meet the problem.

Air conditioning is the chief offender, but not the only one. The new heavy duty housewares such as broilers or deep fat fryers which require more than 1,000 watts have further aggravated the wiring problem. Plugged into appliance circuits, they sometimes cannot obtain enough power to heat up properly.

Limits Markets. In an attempt to convince dealers that better wiring means fatter profits for the appliance retailer, NAWB has published a survey

completed by the Psychological Corp. for NEMA. The results show that adequately wired homes have:

- 41.4 percent more electric ranges.
- 66.3 percent more electric water heaters.
- 36.4 percent more electric dishwashers.
- 155 percent more electric garbage disposers.
- 39.9 percent more ironers.
- 1.5 percent more refrigerators.
- 14.6 percent more electric fans.
- 6.3 percent more small kitchen and dining table appliances.
- 6.6 percent more miscellaneous small appliances.
- 3.5 percent more radios.

Industry Takes Hold. Spurred by consumer complaints, returned merchandise, and warnings that inadequate wiring threatens the future of the electrical business, some segments of the industry have initiated individual campaigns or pooled their resources for cooperative adequate wiring promotions in the past few years. NAWB believes more attention has been focused on the problem this year than ever before, and interest will continue to grow. But the industry is still faced with the problem of selling many of its own members, as well as the public—a matter which is of importance to dealers.

Historically, the selling approach to adequate wiring has been a negative one, with special emphasis on the necessity to avoid fire hazards. Recently the NAWB and entire industry has been trying to switch to a more positive approach. Here are a few "pitches" the industry has devised to convince the public:

1. Make more leisure time available for yourself through efficient operation of modern appliances.
2. Save money through efficient, long-lasting operation of your appliances.
3. Make sure you'll be able to enjoy

Problem & Solution

Who was it that said necessity is the mother of invention?

This year the Georgia Power Co. launched a "Better Light Project" to bring to the attention of Negro 4-H clubs the importance of having good light in the home.

More than 500 boys and girls eagerly took part in the project. They made lamps of old bottles, newel posts, lanterns, etc.

Finally the utility, somewhat alarmed, had to counter the youngsters' enthusiasm with an adequate wiring campaign to keep down fires and fuse blow-outs.

1924

EMERSON INTRODUCES
WORLD'S FIRST RADIO-PHONOGRAPH
COMBINATION!

1949

EMERSON INTRODUCES
WORLD'S FIRST AC-DC
PORTABLE TELEVISION!

1932

EMERSON INTRODUCES
WORLD'S FIRST SMALL RADIO:
MODEL 25A!

*Emerson
lightning
strikes again!*

1953

EMERSON INTRODUCES WORLD'S SMALLEST
PERSONAL PORTABLE: "POCKET RADIO"!

1954

EMERSON MAKES HISTORY AGAIN WITH THE

Emerson- Miracle Line of Room & Home AIR CONDITIONERS!

Now! *Quality* room and home air conditioners
priced low for volume . . . yet engineered for tra-
ditional Emerson performance . . . packed with
pace-setting Emerson features . . . and carrying
long discounts that make this Emerson line the
most profitable in history! *Proof again . . . that
Emerson is the line with the Dealer in mind!*

HOLD EVERYTHING! Make no commitments
until you see the 1954 Emerson-Miracle Line
of Room and Home Air Conditioners. Watch
for December Showing!

Emerson ...OVER 14,000,000 SATISFIED OWNERS... AMERICA'S BEST BUY!



* Reg. U.S.
Pat. Off.

EMERSON RADIO & PHONOGRAPH CORP., N. Y., U. S. A.



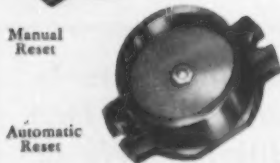
Motor Repairman Guards Against Burnouts with KLIXON Protectors

CHATTANOOGA, TENN.: Mr. Vernon McAllister, owner of the Chattanooga Armature Works, oldest motor repair shop in the South, always uses Klixon Protectors on the motors they rewind.

"We like the added insurance that Klixon Inherent Overheat Protectors give our rewound motors. We feel that Klixon Protectors give the best protection against motor burnouts."



Manual
Reset



Automatic
Reset

KLIXON
MADE IN U.S.A.

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2511 FOREST STREET, ATTLEBORO, MASS.

the appliances of the future.

4. Beautify your home through elimination of octopus-like tangles of extension cords.

5. Save money through obtaining a better mortgage with adequate wiring.

Because home rewiring is relatively expensive (around \$100 per job), much time has been devoted to making rewiring costs as painless as possible. Proof that it can be done is seen in the excellent results of campaigns by utilities such as the Iowa-Illinois Gas & Electric Co., operating in the Quad Cities (Rock Island, Moline, and East Moline, Ill. and Davenport, Ia.), and some other midwestern and southern utilities.

The Cincinnati Project. One of the most interesting experiments in overcoming the cost problem has been undertaken in Cincinnati. Utilities and local contractors in that Ohio city have devised a "pay-as-you-go" rewiring plan whereby home-owners may pay for a rewiring job over 12, 24, or 36 months—for as little as \$2 a month. After agreeing on a time-payment arrangement, the contractor goes ahead with rewiring and is reimbursed immediately by the utility. The small monthly payments appear automatically on the home-owners electrical bill. If this plan is successful, it probably will be picked up by other cities.

The dealer's role in the campaign to lift what Anaconda Wire and Cable Co. calls the "Copper Curtain" is by definition a limited one. Most dealers are not contractors and few have ties with contractors. Many have avoided the subject of adequate wiring for fear it would lose them some sales, according to NAWB. They have frequently been the target of utilities' wrath for selling appliances to home-owners whose wiring has not been adequate to accommodate it.

Dealer Role. With the evolution of the wiring campaign into a cooperative

project, the dealer's role is expanding, says NAWB. Nowadays they are often included in regional campaigns to promote adequate wiring.

"The one essential thing for the dealer to do is understand the basic problem," according to NAWB. "Then he can find out what is being done in his territory in the way of adequate wiring promotion, approach a local contractor if he wishes, and see if there is some way to tie in—possibly even trading leads."

"While the dealer does not want to lose a sale because he knows his customer's wiring will not be adequate to operate an appliance, he should remember that if the appliance does not work the way it should and the customer does not know why, the product might be returned. It's a matter of good consumer-dealer relations, something that pays off over a long period of time."

In the field of new home wiring, professional builders are toughest to sell on adequate wiring. The great bulk of actual installation of adequate wiring today is in new homes, and NAWB is making a powerful pitch to builders through advertising and direct contact promotion.

Though there is a big problem making sure new homes are installing adequate wiring, NAWB believes much of the wiring market lies in the renovation of old homes. In that the entire industry has a cooperative task, with utilities and contractors doing the spade work. But there is a role for the dealer.

With some 20,000,000 American homes representing a potential rewiring market of \$2,000,000,000, NAWB believe the dealer cannot afford to miss his share of the appliance sales that would result. Summed up in NAWB's slogan is the logic behind adequate wiring:

"No wiring, no business; some wiring, some business; more wiring, more business."

Kitchen-To-Be



SCALE MODEL KITCHEN, devised by Republic Steel Kitchens, is arranged by housewife to suit her own taste. Called the "Kitchen Planner," the miniature model is scaled one-half inch to the foot and includes plastic replicas of sinks, cabinets, floors, walls, windows, doors, ranges and refrigerators. Prospective buyer selects one of 67 combinations, sees how her kitchen will look before she buys it.



When they have more children they need more appliances

Woman's Home Companion serves larger families
...families with more children... than any other
women's service magazine.*

Companion-reading mothers have 4,366,720 children ...
which means a lot of cleaning, cooking and bottle-washing. And
that calls for a lot of mechanical aids. That's why
the Companion carries more equipment editorial
linage than any other women's service book.

That's why it's wise to tie in with Companion home
equipment features, to push Companion-advertised
appliances. The smart money knows
from profitable experience: Companion
merchandising moves merchandise.

**Stewart, Dougall & Associates*

*Millions of home-and-family
minded women read, rely on,
and buy from
every issue of*

Woman's
Home **COMPANION**

The Crowell-Collier Publishing Company, 640 Fifth Ave., New York 19, N. Y.—Publishers of Woman's Home Companion, Collier's, The American Magazine.



**Amazing
NEW adhesive
simplifies
kitchen installations
with G-E TEXTOLITE*
plastics surfacing!**

Here's just one more development General Electric offers in order to help you make it easier and more profitable to sell complete kitchens. It's the amazing new pressure-contact adhesive for installing G-E Textolite on kitchen sink tops, counter tops, bathroom vanities, and similar products. It minimizes installation headaches.

Use the new pressure-contact adhesive as a merchandising feature for selling complete



New G-E end caps and divider strips make it easy to install G-E Textolite MONOTOP plastics surfacing quickly and inexpensively.

kitchens, or in the manufacture of your own products. If you deal with a fabricator, ask him about the new pressure-contact adhesive designed for use with G-E Textolite products. It makes an instant bond, requires no clamping, binding, or weighting.

★

FOR FULL DETAILS write: General Electric Company, Section 323-9A, Chemical Division, Pittsfield, Massachusetts.

*Reg. U.S. Pat. Off.

You can put your confidence in—

GENERAL  ELECTRIC

PEOPLE

Nally Dies

Edward Julian Nally, first president of the Radio Corp. of America and a pioneer in this country's development of communications, died September 22 at his home in Bronxville, N. Y. He was 94 years old.

Starting out as a cash boy when he was eight years old, Nally began his communications career with Western Union in St. Louis in 1875. He advanced rapidly and directed Western Union's expansion into the Pacific Northwest.

While with the Postal Telegraph-Cable Co., Nally was first to suggest that idle wires and telegraph facilities be utilized after the close of business day for night letters, now an international practice in both cable and radio communications.

Skillman Dies



WALTER M. SKILLMAN, manager of marketing administration for General Electric radio and television department, died September 15 in a Philadelphia hospital. Skillman, who was 55 years old, lived in Liverpool, N. Y.

Scheduled Meetings

THIRD HOME VACUUM CLEANING CONFERENCE

Vacuum Cleaner Mfrs. Assn.
Hotel Commodore, New York
November 4

SEVENTH HOME LAUNDRY CONFERENCE

American Home Laundry Mfrs. Assn.
Hotel Commodore, New York
November 5-6

REFRIGERATION & AIR CONDITIONING EXPOSITION

Public Auditorium, Cleveland
November 9-12

NATIONAL ELECTRICAL MFRS. ASSN.

Annual meeting
Haddon Hall, Atlantic City, N. J.
November 9-12

THE CHICAGO MARKETS

Furniture and Merchandise Marts
January 4-15

HOUSEWARES SHOW

Navy Pier, Chicago
January 14-21



8 color pages in december Coronet sell Motorola in over 2,800,000 homes

Motorola dominates a top market of over 2,800,000 families with a precedent-shattering advertisement . . . *eight consecutive pages* in four-color . . . in the December issue of Coronet . . . pre-selling Motorola radio and television for Christmas to your *best customers* (631,000 Coronet families say they intend to buy a new TV set in the next twelve months!).

Coronet's eight-page sections are the newest, hottest idea in magazine advertising. They make things happen, move goods fast. Last Christmas, one New York store alone sold over \$50,000 worth of electric organs, directly traceable to a Coronet eight-page section.

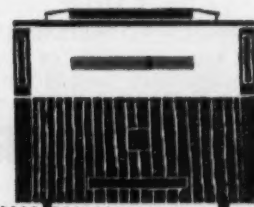
Get ready for your biggest radio-TV Christmas. Get behind Motorola's hard-hitting eight-page ad in December Coronet (on sale date: Nov. 24).

* National Consumer Survey, July 1953



Free 8-page ad reprints
Free reprints of Motorola's
dynamic eight-page ad
are available.

For details,
see your
Motorola
distributor.



New York—It was announced by principals of Jiffy Covers, Inc., Long Island City, New York, that the tremendous growth of the market for window air conditioning units has resulted in the marketing of specialty engineered and designed Jiffy Covers to fit all

leading brands. The potential in sales runs to seven figures if present production schedules keep up with the demand for air conditioning units. Jiffy Covers save servicing and cleaning expenses. Eliminate cold drafts. Safeguards conditioners against rain, sleet and

snow. It is predicted that Jiffy Covers will be a basic, fast turnover item in all types of stores. Mr. Jules Grossbard also announced the appointment of Albee-Campbell, Inc., New York, distribution and merchandising specialists, to handle representation of the line.

NEW!

In time for **BIG** wintertime sales...

JIFFY AIR CONDITIONER COVERS

Made in sizes to fit *all* famous make units! Fast turnover; healthy profit item to tap huge, *new* air conditioner market!



CHECK THESE OUTSTANDING JIFFY FEATURES:

- Completely weatherproof. Protects against rain, snow, sleet.
- Metal re-inforced sides and corners.
- One-piece face construction.
- Resists flame, grease, oil and acid stains.
- Made of genuine RAND-FLEX leatherette plastic.
- Decorator styled.
- Installed in a JIFFY.



Beautifully and individually packaged with helpful "size-and-brand" guide to speed sales. Custom made and "precision-engineered."

SIZES TO FIT ALL LEADING BRANDS...

1/3 to 1 ton units. RETAILS from \$6.95 to \$8.45

Note: Jiffy covers make excellent bonus or premium offer. Better than a cash discount!

For further details, contact:

JIFFY COVERS, INC. CHATHAM PHENIX BUILDING
Long Island City 1, N. Y. • RAvenswood 9-4800

LETTERS

Neon in the Kitchen

To the Editor:

Appliance manufacturers willingly pay thousands of dollars for a page of space in a magazine. They also spend millions for an hour a week on television but they don't pay a red cent for the space they use in your kitchen and mine for advertising!

Go into your kitchen for a moment and look around, and you'll find "chromium ads" in all the most conspicuous spots! And they're not just decorative little trade-marks, either. You'll find full brand names with lengthy descriptions, such as "Servel, Silent Gas" and "Automatic Ice Maker", and "G M Frigidaire, Made only by General Motors". I could go on and on through every brand, but you get the point.

I just can't help but wonder what the reaction would be if other home furnishing goods manufacturers were to follow suit. Can't you just imagine a beautiful navy blue carpet with the maker's name embroidered across the center in big, gold letters? Or a blonde dining table with "Perspective, Made only by Drexel" inlaid in walnut and mahogany across the top!

I mentioned this situation to an auto dealer friend, who presented this defense: "People that buy my make of car are proud of it, and they want others to know what kind it is, since it cost them plenty!" While I cannot deny the truth of this statement, his same customers pay five times as much for a home, and they don't expect the architect to spell his name out in crab orchard stone across its front!

It is high time for us to become aroused over this encroachment of advertisement upon our kitchens! If we continue to sit back and take it, the next thing you know, the manufacturer's name will blink in colored lights while the refrigerator defrosts, and the ranges will give forth with a singing commercial while the oven is on.

Very truly yours,
J. R. Pahle,
Advertising Manager
Chattanooga Gas Co.
Chattanooga, Tenn.

P.S. I also hate all those labels describing the obvious use of special compartments inside a refrigerator, and the "S" and "P" on condiment shakers!

Tie-in Sales Preferred

To the Editor:

As a rule tie-in sales are frowned upon since usually this term is associated with something included in the price but not desirable. Regardless of this, tie-in sales do accomplish an objective; that is they do merchandise something that otherwise might be difficult to move.

Why not use the tie-in sales idea to merchandise two desirable commodities, one of which may be not too easy to move at the moment. To be specific, when good merchandise is hard to sell and competitors are using cut

Yes, Mr. Retailer, there IS a Santa Claus!

This Hallicrafters Christmas Promotion Proves It!



We aren't going to dress up in any fancy red suits and call around in a sleigh, but we're going to play Santa Claus just the same. Everybody gets something — you, your customers, even Hallicrafters — we figure to sell a whale of a lot of television sets!



THE COMPLETE
UNIVERSAL WORLD REFERENCE
ENCYCLOPEDIA — 1953 Edition

10 VOLUMES!
Compare With Other Sets That
SELL FOR \$100⁰⁰

Surveys show that practically every family wants an encyclopedia — yet, only a small percentage ever buy them. That means that when you offer this most wanted gift as a premium, you have hit a sure-fire interest arouser. And this is no second-run set of books. It is a complete, up-to-date encyclopedia. Your distributor will show you. You'll be amazed at the wealth of information, the rich, beautiful bindings, the quality of these books.

You give them away as a premium to television customers — FREE. And the cost to you is so low you won't believe your ears when your distributor tells you! It's honestly unbelievable! Here at last is the perfect low-cost answer to "better discounts up the street!"

**BUT THAT'S NOT ALL...
YOUR CUSTOMERS WILL REALLY
GO FOR THIS BIG CHRISTMAS,
GUESSING CONTEST!**



8-BAND, WORLD-WIDE,
PORTABLE RADIO



AM
SHORT-WAVE
RADIO

**3rd
PRIZE!**



**1st
PRIZE!**

21 INCH TV

hallicrafters

World's Leading Exclusive Manufacturer of Communications and
High Fidelity Equipment, Radio and Television

4401 West Fifth Avenue, Chicago 24, Illinois, Hallicrafters Ltd., 51 Camden Street, Toronto, Canada

ELECTRICAL MERCHANDISING—NOVEMBER, 1953

Here's a local contest for your market that's sure to build interest and store traffic! And it doesn't cost you a cent! Hallicrafters foots the bills for prizes, displays, streamers, newspapers ad mats — all you need to run a successful contest. Your customers will love it! Nothing to buy — nothing to write — all they do is guess the total number of words and the total number of pictures in the complete Universal World Reference Encyclopedia. (There are over 4,500,000 words in the set.) They put their guess on an entry blank, and drop it in the entry box in your store. Then, on December 19, Hallicrafters will wire your distributor the correct answer — and the big Hallicrafters prizes will be awarded in time for Christmas!

DON'T WAIT!

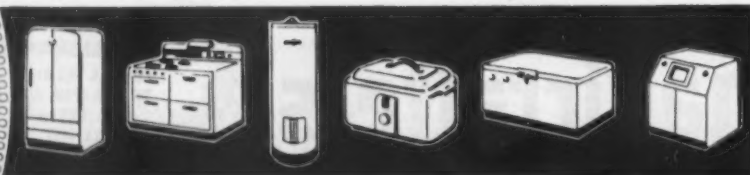
GET THE DETAILS FROM YOUR
HALLICRAFTERS DISTRIBUTOR TODAY
YOU'LL REALLY MOVE TV WITHOUT COSTLY
TRADE-INS OR MONEY-LOSING DISCOUNTS!
GET SET FOR THE MERRIEST CHRISTMAS
SELLING SEASON YOU'VE EVER HAD!



Arthur Godfrey

**"One of your best
talking points
in an appliance is
Fiberglas* Insulation"**

Listen to Fiberglas' "GODFREY DIGEST" every Sunday on CBS



*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.

prices to attract buyers, why not tie-in service with the sale? When you sell on price alone you are doing business on the other fellows terms; he chooses to do battle, as it were; he chooses the field; he chooses the weapons; you are fighting on his grounds; it's a losing cause. Many dealers have found it so.

But when we begin to talk product and SERVICE, then we begin to make the terms; as it were we choose the battle ground; we choose the weapons. As with any personal service such as a barber, hairdresser, or tailor, price is not the primary objective. People are attracted by the quality of service that is given and price is secondary.

When we include service in the transaction along with selling an appliance it creates a tie-in sale that is hard to beat. Those "fast" operators who are depending on cut prices alone are at a disadvantage since people do not ordinarily associate service or prestige with price cutting.

We would never advocate tie-in sales that result in people getting something undesirable in the deal. But when along with a good product the customer gets good service then we have a desirable tie-in sales. We have the advantage of the lasting result of giving people two commodities that are desirable yet retaining the advantage of the tie-in idea.

Everybody knows that good service creates satisfied customers and goodwill. These are bound to increase business and build business on a sound foundation. Knowing something will work, however, is of little value unless we work it. To be successful a dealer must do the things he knows will bring success. This is elementary and yet like the weather people talk about it but never do much about it, mostly because they can't. Service is something we can do something about. Those who have tried it know that a sales plan based on good service creates more business and more profit. Why not try it in your business?

Very truly yours,
R. H. Schneberger,
National Service Manager,
Crosley Radio & Television
Cincinnati 25, Ohio.

Then and Now



NEW YORK UNIVERSITY professor Edward C. Smith compares a 1730 German alarm clock with a modern G-E clock radio. The 1730 model triggered a pistol which lighted candle helping sleeper to locate key for turning off alarm.



Get Invoices out on time with Bruning COPYFLEX

How COPYFLEX pays off

- Speeds invoicing
- Simplifies back-ordering
- Prevents transcription errors
- Frees personnel for other tasks
- Eliminates checking and proof-reading



Model 14
COPYFLEX

Today's Paperwork Engineered
with Jet-Age Speed

BRUNING

Copyflex

Many offices just can't seem to get invoices out. Delay piles on delay, with invoices being mailed long after merchandise is shipped. Therefore collections lag, turnover is slow, and profits suffer.

If this happens in your office, take a tip from the growing number of wholesalers who are marking up big savings in time and money with a Bruning Copyflex Order-Invoice System.

With "one-writing" order forms, you eliminate all re-writing and manual transcription for stock selection, pricing, extension, billing, and internal accounting. Copies are made in seconds on a Bruning Copyflex machine. The system is easily adapted to your present paperwork routine. Invoicing snarls clear up, back-order headaches disappear, transcription errors are ended.

Facts About COPYFLEX

A Bruning COPYFLEX machine copies anything typed, written, drawn or printed on ordinary translucent stock. In just seconds it turns out error-proof, ready-to-use, black-on-white, *diazotype* copies of anything from a big accounting worksheet to a small memo. Copying costs average less than 2¢ per sq. ft. No exhausts, dark rooms, messy inks or stencils are required. And anyone can operate a COPYFLEX with a two-minute explanation.

Find Out About COPYFLEX Now

Send the coupon today for a fact-filled free booklet on how a Bruning COPYFLEX Order-Invoice System can streamline your paperwork...and save you money too.

CHARLES BRUNING COMPANY, INC.

4700 Montrose Avenue, Chicago 41, Ill.

Dept. 2113

☐ Send me free booklet.

☐ Show me how COPYFLEX can speed order-invoicing.

Name

Company

Address

City

Zone

State

OFFICES IN PRINCIPAL CITIES

Coin - Operated METERS

- TO STIMULATE VOLUME
- FOR TIME BUYING
- FOR TIME SERVICING

Appliance Timer

The most compact
coin controlled timer
ever built . . .

A.B.T. COIN PAY METER

- Completely Automatic
- Neon Indicator Light
- When in Operation
- Rugged Construction
- Capacity \$25.00 in Quarters
- Accepts Quarters Only
- Throws out small coins and small slugs
- Size: 2 1/2 x 4 1/2 x 5 1/2
- Time: 15 min., 30 min., 1 hour, 2 hours, up to 24 hours.



Midget Model #8200

SELL AND OPERATE:

Refrigerators, Washing Machines, Ironers, Dryers, Television, Radios, Dishwashers, Vacuum Cleaners, Deep Freeze Units, anything electrical with the PAY METER. Your merchandise does not have to be electrical to be sold through an A.B.T. PAY METER.

Free-View Television Meter

For 25¢ Coin Operation

The 3 min. Free-View Meter is especially designed for the operation of coin controlled television sets in public places, such as hotels, motels, hospitals, bus depots, and many others.

The 3 min. Free-View Cycle, designed to attract attention and to create viewer interest, can be furnished as an automatic feature, turning on the television set for 3 minutes of Free-Viewing every half hour.

- Cash Box Capacity: Over \$100.00
- Finish: Brown or Black Velvet Crackle
- Dimensions ABT Model #7300 12" high—7 1/2" wide—3 3/4" deep. Net weight—9 1/2 pounds



Let us show you how . . .
Write for details and
quantity prices

A few choice territories still available
for experienced representation . . . WRITE.



A.B.T. Manufacturing Corp.
715-723 N. Kedzie Ave.
Chicago 12, Illinois
manufacturers since 1919

CREDIT

Enter the Charge Account

The Bank Charge Account Service, a new twist in financing, enables the small merchant to compete with the big department store for more credit business

A novel new financing plan billed as a means for small merchants to compete with large department store charge account business has been devised by a New York bank and is rapidly gaining acceptance throughout the country.

The plan marks the entry of banks into the charge account field. It enables the retailer to enjoy the benefits of a charge account service without having to worry about delinquent payments, repossessions, or capital tied up in accounts receivables.

The Bank Charge Account Service—title of the plan which was devised by the Chargeplan Corp., a group of employees of the Franklin National Bank of Rockville Centre, N. Y.—is essentially an arrangement between the bank, the retailer and the consumer. Here is how it works:

The First Step. A customer who wishes to make a purchase shows her identification card, proving she has a charge account with a local bank, to the retailer involved, who also must be participating in the plan. The retailer makes out a charge slip and the customer takes her item with her.

At the end of the day, the retailer presents the charge slip to the bank and the amount of sale is immediately deposited to the merchant's account. The retailer pays a service charge of five percent of the total sale to the bank. From then on, it is out of the retailer's hands completely. Whether the customer pays her bill to the bank or not, he has his money.

The bank protects itself in many

ways. It extends its service only to good risks. It maintains a floor release limit so that a consumer cannot buy unlimited amounts of merchandise. It will admit only established, reputable merchants.

Edward M. Donohue, president of Chargeplan, says more than 20 banks have official tie-ins with the plan, while another 50 or so operate similar setups. He estimates that the plan will be responsible for approximately \$100,000,000 in sales in 1953, a good portion of it new business.

Quick Expansion. Though the plan was started about three years ago on a severely limited basis, it has quickly expanded to include a great variety of small businessmen in many phases of retailing. The majority of business is still in soft goods, but includes some small appliance and radio dealers. The latest twist has been for television servicemen to arrange for their customers to charge service calls.

The banks also may operate deferred payment financing, providing three time payments of 30-60-90 days, according to Donohue. In this case, the service charge to the merchant is six percent. The average number of merchants participating with each bank is over 100, says Donohue, while the Franklin National deals with about 750 stores.

Donohue says the bank charge account plan has proved a stimulus to sales, cash as well as charge. Merchants who operate their own charge accounts will find it profitable to close them out and sell the accounts to the bank, Donohue says.

Close Deal for Factory



CHECK for purchase of the six-story Borden building in New York is presented to Borden's A. C. Bowman, left, by Isaac Steinbook, president of Broil-Quik. Latter firm will begin production in building later this fall. The new site provides Broil-Quik with quarters almost four times the size of the firm's present location. Expanded production made possible by the new manufacturing facilities will allow the firm to step up its promotional activities in 1954, Broil-Quik officials said.



THE ANDREA RIVIERA
Open Face Console, 21" Picture Tube,
UHF, Fringemaster Tuner



THE ANDREA AMBASSADOR
Full Door Console, 21" Picture Tube,
UHF, Fringemaster Tuner



THE ANDREA CLAREMONT
Open Face Console, Fringemaster Tuner,
AM Radio, UHF, 21" Picture Tube



THE ANDREA LIDO
Compact Table Model, 21" Picture Tube,
UHF, Fringemaster Tuner

Andrea

the quality

line for 1954

If there are any later electronic developments not in the 1954 Andrea television receivers, they're still in some engineer's head. Here is everything your customers want in a television set — the newest type "Live Image" 21-inch Cathode Ray Tube; Andrea's exclusive FRINGEMASTER TUNER, making possible easy, fast precision tuning; specially designed circuit to receive all the new UHF-TV stations; full range Replica tone; AM radio is available in four of the models; beautiful cabinets of the finest hand rubbed mahogany veneers.

All models have four IF stages for superior fringe area performance and finer picture quality in high signal areas, another proof that Andrea is not building down to a price.

Yes, all the latest innovations plus the built-in Stability that makes Andrea the most reliable set on the market.* Your customers can rely on an Andrea because it is a quality-built receiver. Careful, painstaking assembly of only the finest parts and components make up an Andrea . . . just as in every product Frank A. D. Andrea has manufactured these past 35 years.

For information on Andrea's generous discount policy and spec sheets on the line write today.

***Independent surveys prove Andrea TV receivers average less than one service call per year.**

Andrea

SHARP-FOCUS TELEVISION

27-01 BRIDGE PLAZA NO., LONG ISLAND CITY 1, NEW YORK



THE ANDREA BRITTANY
French Provincial, Full-Door Console,
Fringemaster Tuner, UHF, AM
Radio, 21" Picture Tube



THE ANDREA DRAKE
Full-door Console, Fringemaster Tuner,
AM Radio, UHF, 21" Picture Tube



THE ANDREA VICTORIA
Full-Door Console, Fringemaster Tuner,
UHF, AM Radio, 3 Speed Record Player,
21" Picture Tube

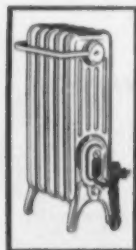
Before You Stock

Compare Top Brands of Portable Electric Radiators

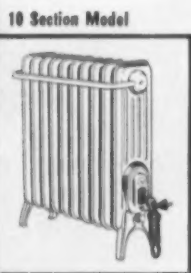
CONCO
ranks first
on
every count



8 Section Model



5 Section Model



10 Section Model



CONCO RADIATOR FEATURES	5 Section Radiator	8 Section Radiator	10 Section Radiator
Retail Price	\$29.95	\$34.95	\$39.95
Capacity — Watts	850	1320	1600
BTU-Hr.	2900	4500	5450
Equivalent Sq. Ft. of Steam Radiation	12.10	18.75	22.7
Weight	25 Lb.	29 Lb.	32 Lb.
Heating Up Time	5 Min.	5 Min.	5 Min.
Water Required	None	None	None
Carrying Handle	Yes	Yes	Yes
Drying Rack	Yes	Yes	Yes
Safety Devices	None Needed	None Needed	None Needed
Size: Height x Width x Length	23 x 7 x 12½	23 x 7 x 19	23 x 7 x 23¾
Colors: Hammerloid Finish	Gray or Green	Gray or Green	Gray or Green
U.L. Approved	Yes	Yes	Yes
Current	AC or DC	AC or DC	AC or DC

DEALERS: Use this Conco "Fact-Chart" to compare leading radiator lines—model for model, feature for feature.

3 models - 2 colors

to retail
as low as **\$29⁹⁵** for
5-Section Model

We took the STEAM out of radiator design and look what we got: lighter weight, smaller size, greater capacity, faster warm up, better safety, and LOWER PRICES. Use this "check chart" to compare Conco with any other line — point for point, model for model. Then see your jobber and get the Conco line on your floor early. It's packed with sales punch — three sizes, two colors, three prices, a winner on every count!

CONCO ENGINEERING WORKS
Division of H. D. Conkey & Company - Mendota, Ill.

AFFILIATES

Conco Building Products, Inc. — Brick, Tile, Stone
Conco Materials Handling Division — Cranes, Hoists

Write us or see your jobber for complete information.

ASSOCIATIONS

RETMA Expands

The Radio-Electronics-Television Mfrs. Assn. met for the first time under its new name recently and set up machinery for the operation of its newly-created electronics division. The group formerly was known as RTMA.

The RETMA board of directors authorized president Glen McDaniel and Electronics Industry Committee chairman F. R. Lack, who was elected to that post at the meeting, to employ a general manager and staff, if necessary, who will devote full time to serving the interests of electronics manufacturers in RETMA.

Fred D. Wilson, president of Capehart-Farnsworth Corp., was elected a director for the set division, while Russel E. Cramer, Jr., vice president, Radio Condenser Co.; L. S. Racine, president, Chicago Standard Transformer Corp.; and W. Myron Owen, president, Aerovox Corp., were elected directors by the parts division executive committee.

The tube division elected the following as members of an executive committee: Max F. Balcom, Sylvania, chairman; N. B. Krim, Raytheon; R. T. Orth, RCA-Victor; and Irving G. Rosenberg, DuMont. An additional director will be named at a later meeting.

At the first meeting of the radio-television industry committee reports were made on plans for color TV demonstration in New York, on meetings of the educational and subscription television committees, and on developments in trade practice conference and sports fields.

President McDaniel was authorized to register RETMA opposition to any proposed legislation designed to put subscription TV under regulation as a common carrier.

Advice for Dealers

Speaking to dealer groups in three widely separated sections of the country recently, NARDA executives outlined the necessity for sound business management, creative selling, community cooperation, and healthy price structures.

The speakers included Wallace Johnston, NARDA president, who addressed the Retail Appliance Dealers Convention at Omaha, Neb.; Robert C. Justis, of NARDA's board of directors, who spoke to a regional meeting at Washington, D. C.; and Mort Farr, past president of NARDA, who addressed the Washington meeting and the Northwest Appliance and Television Association at Seattle, Wash.

Here are short summaries of the three speakers' comments to the dealer groups:

Johnston: Speaking on "Controlling Your Business Finances," Johnston advised dealers to learn as much as possible about finance, bookkeeping, credits and money management.

"It's the principal weakness of most dealers and the secret source of suc-



for the independent dealer who won't be

handcuffed!

There always has been — and always will be — the *independent* appliance dealer who refuses to be restricted to one brand of appliances. He knows that freedom of action is vital to the success of his business.

He is the dealer who won't be compelled to take tag-along cats and dogs to sell the appliances he wants. He has a free hand to select a variety of brands and sell the leading lines in each product group. He enjoys the flexibility he needs to offer the best of whatever brand his customers prefer — and to sell competitively in today's buyer's market:

The independent dealer sells the products of *specialists*. His position is better than that of the "full-line" dealer, because he can exercise his right to handle any appliance strictly on its merit. He will survive and grow in the years ahead.

Decide now to become an *independent* appliance dealer. Then see what Deepfreeze, the specialist in the field of low temperature equipment, has to offer you. Mail the coupon today for all the facts about Deepfreeze — pioneer manufacturer of the world's finest home freezers and refrigerators.

SELL THE TRADE NAME

Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

—THE SMARTEST DEALERS DO!

© 1953 Deepfreeze Home Appliances, North Chicago, Illinois. Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.

ELECTRICAL MERCHANDISING—NOVEMBER, 1953

MAIL COUPON TODAY!

Deepfreeze Home Appliances
North Chicago, Illinois

EM-1153

Yes, I am interested in Deepfreeze, the *specialist* in the home freezer and refrigeration field. Send me the whole story at once.

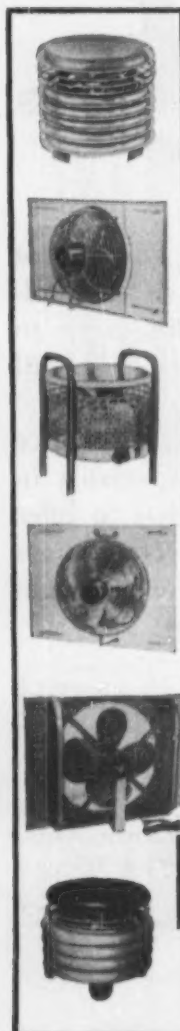
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Address

City Zone State

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in just **30** SECONDS **KISCO** makes it clear...there's a better, more profitable deal for YOU!

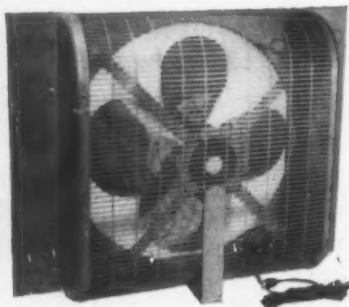


Here's a dynamic plan... a great new profit-making scheme designed with YOU in mind. Its purpose... to step-up your volume, stabilize your inventory, give a healthy boost to your air-moving equipment profits. Its name... the Kisco "PRIORITY PURCHASE PLAN"—another notable Kisco FIRST! This simple, but forward-moving plan works like this... complete stock preference will be given to all dealers placing their orders before the end of the year... you will also enjoy the benefits of our present attractive prices. Make your dollar profits larger, make your deliveries certain by taking advantage of the Kisco "PRIORITY PURCHASE PLAN" today.

CABINET MODEL WINDOW FAN

the outstanding
leader in the field
for price, performance
and value

- all-steel construction
- 5 year guarantee on all Kisco products



WRITE TODAY FOR THE FULL
"PRIORITY PURCHASE PLAN" STORY

KISCO COMPANY, inc.

2400-40 DEKALB STREET
ST. LOUIS 4, MISSOURI

cess of some who, in all other ways, you could surpass," Johnston told the Omaha group, in urging them to explore all available sources of finance carefully to find the one best geared to each dealer's operation.

Justis: "The time has arrived when simply having the merchandise on hand for sale is less than not enough; it's economic death," Justis said. "Nor can the dealer continue to survive indefinitely by letting others create the sale, after which he sidles into it by offering to sell for less, or giving a larger trade-in allowance. An appliance dealer must create sales."

He also suggested greater loyalty to selected suppliers, increased managerial competence, and extensive

knowledge of inventories and "real, full costs."

Farr: Cooperation in local community activities, as well as with other dealer organizations, will help the dealer "meet a lot of people you'll like, and it will help your store in a public relations way; but most of all, it will help you as an individual to develop a healthy mental attitude," Farr told the Washington, D.C. group.

In his address in Seattle, Farr warned dealers not to be forced into discount selling as a basic part of their operation. "Take your mark-downs on outmoded or immobile merchandise when you have to, but make this the exception, not a part of your business' heart," he said.

A Peek into Prosperity

Annual volume of the major appliance-TV industry will soar to a record-breaking 7½ billion dollars by 1960, according to Philco executive Ray A. Rich

An era of prosperity, unsurpassed in the history of nations, with a 7½ billion dollar annual dollar volume market at retail for major appliances and TV, lies ahead for the American people within the next seven years.

This prediction was made recently by Ray A. Rich, vice president-refrigeration division of Philco Corp., who addressed the fall conference of the Bureau of Home Appliances, San Diego, Calif.

"Cold statistics indicate a major appliance and television industry dollar volume by 1960 of at least 7½ billion dollars annually, or about 50 percent larger than current volume," he said.

Reasons Why: Rich based his prediction on the expected rise in population, continuing increase in national payrolls, the upswing in new family group formations and the replacement market for electric appliances, such as refrigerators and ranges, and television receivers.

"Not too long ago many economists were telling us that United States had reached what they termed a 'mature economy' and that there would be little if any further growth," he said. "How wrong they were has been more than proven in our post-war economy with its record national payroll, increasing population growth and other factors that make our nation strong."

By 1960, he said, our nation will be entering an era of prosperous living for all people greater than any yet known.

Credits Salesmen. Rich attributed a major part of America's present high standard of living to the salesmen of the appliance and television industry who he said have literally remade America's way of living.

"The early appliance industry salesmen turned the homemaker from the washboard to the electric washer, from the ice box to the electric refrigerator and from the broom to the vacuum cleaner," he pointed out. "This pioneer selling required imagination and perseverance to break lifetime habits of homemakers."

Rich cited the growth of the appli-

ance and radio industry's sales in the period between 1941 and 1951 as indicative of America's economic strength. The sales in 1941 showed 20,284,400 major appliances and radios sold at a retail dollar volume of \$1,295,572,150 compared to 1951 sales of 26,244,000 major appliances, radios and television sets worth \$4,927,707,300.

Rich forecast these 1960 sales for appliances: refrigerators, 6,000,000; electric ranges, 2,500,000; electric clothes dryers, 2,400,000; and ironers, 5,000,000.

Ranges for Chicago

Two things set Chicago apart from the rest of the country in the electric range business.

It is the least saturated big city in the country, even though the electric range was invented there.

Second, in the limestone caverns 1,500 ft. below Herscher, Ill., 65 miles from Chicago, there is piling up a possible reserve of 90 billion cu. ft. of gas. Obviously a competitive threat in the business of home cooking is growing.

Possibly a contemplation of this is what has inspired the Commonwealth Edison Company to launch its greatest campaign to date to sell electric ranges, in cooperation with ten brands. Publicity that is carried by television, newspapers, neighborhood sheets, billboards and car cards is expected to cover the Windy City.

Biggest effort will be on television with a "Petticoat Party" over WBBM-TV, filling a half hour.

For the first time dealers can advertise an installed price, with a \$25 trade-in allowance. Forty-five dollars is being given for each wiring installation, with ten of this handed to the dealer's distributor for range promotion.

A \$4,000 window contest, a display package, and entry blanks for the TV show are being supplied dealers.

Tie-in NOW with RCA ESTATE'S Sensational Holiday Special!



You Can Feature 2
Great Models of

RCA ESTATE

Ranges

GAS OR ELECTRIC



Model 5314, Electric. A \$289.95 value. Suggested Holiday retail price only \$239.95.



Model 5334, Gas. A \$239.95 value. Suggested Holiday retail price only \$189.95.

Prices slightly higher in areas remote from the factory.

Here's how to make ranges big business this Fall. Starting October 21st you can offer a \$50 saving on either of two "hot" promotional models. And you can give your customers a plump Holiday turkey with the purchase of any RCA ESTATE Gas or Electric Range. There are several pos-

sible variations on the theme, including an attractive trade-in proposition and an "anniversary special" without the gift turkey. *Nation-wide promotion will help you put across this sales-building promotion.* Talk to your distributor now. He has full details.



RCA ESTATE APPLIANCE CORPORATION
HAMILTON, OHIO

A Radio Corporation of America Subsidiary
Our 111th Year



HAT IN HAND. Henry W. Burritt of Eureka-Williams poses with his wife during VCMA party.



SOMEWHAT SKEPTICAL over her husband's appearance is Mrs. Lannon F. Mead. He heads the Regina Corp., Rahway, N. J.

Cleaner Makers Turn Back the Clock

The "good old days" are recalled at VCMA annual meeting as group celebrates its fortieth birthday



PRIZE WINNERS at the VCMA Gay '90's party included Mr. and Mrs. George Scott as the best dressed couple, Mrs. Richard J. Simmons as the best-dressed woman and Thomas F. Kelly as best dressed man. Scott heads Scott & Fetzer, Mrs. Simmons' husband is vice-president of Birtman Electric and Kelly was formerly with Hoover.



VAUDEVILLE act by Electrolux executives enlivens the VCMA party. At left is president Walter Dietz and at right James F. Roach, a vice-president of the firm. In background are their wives.



GARBED as a minister, Joseph C. Hoover made an appearance with his "bathing-beauty" wife.



OLD TIME pose is struck by Mr. and Mrs. C. G. Frantz. He is president of Apex.



STRONG MAN Robert E. Dobson of Westinghouse poses with Mrs. Elizabeth Murray of the VCMA.

How to collect on customers' Christmas quandaries...



1. When dizzy dames declaim, "I want a gift for Aunt Mathilda, And where is something special I can get for Sister Hilda? And Brother Ben and family must be remembered, too," Your Arvin Housewares section pyramids your sales for you!



2. Good Aunt Mathilda will adore an Arvin Llectric Cook, The 4-in-1 appliance with the dazzling, jewel-like look; It toasts and fries and grills so many foods exactly right, Makes waffles automatically, with helpful signal light.



3. And let an Arvin Coffee Perk make Hilda's Christmas gay With 4 to 9 full cups that taste the same way every day; Keeps coffee hot for hours; no harm should it run dry; Cleans easily; its beauty charms the most demanding eye.



4. Help Brother Ben and family end snifle, sneeze, and cough With Arvin automatic heat; turns itself on and off; It's thermostat-controlled, with sixteen hundred fifty watts Of fan-forced heat to keep them warm. They'll like it lots and lots!



5. And Aunt Mathilda, Hilda, Brother Ben—I'm not a booster— Would like the triple-tested Arvin Automatic Toaster, While thousands praise the work they save with a light-weight Arvin Iron, Of all the irons they've tried they say the Arvin's most untirin'.



6. With Llectric Cook and Perk and Heaters, Toasters, Irons, and all, With Arvin Merchantman Display and mats both large and small, For every Christmas shopper you've an answer and a reason, As Arvin Housewares total up your most successful season.

Electric Housewares Division, **Arvin INDUSTRIES, Inc.**, Columbus, Indiana



On his weekly call, Graybar Salesman Tom Graden looks over perpetual inventory of electric housewares kept by Mantel salesman Norbert Amsterdam.



As a double precaution against error, especially during peak sales periods, Graden checks actual stock against inventory figures before writing order.



Elias Mantel

... founded Mantel's in 1918 ... has been a steady Graybar customer since 1932. He maintains that Graybar's prompt, courteous service and initial credit assistance has helped him make Mantel's the Cleveland landmark it is today. Efforts of Graybar personnel like Tom Graden were factors, for instance, in the building of his 1952 electrical house wares volume to \$75,000 — an increase of \$20,000 over the previous year.

WE RELY ON GRAYBAR TO KEEP OUR INVENTORY IN BALANCE

Says: ELIAS MANTEL

President:

MANTEL'S • CLEVELAND, OHIO

One of the problems in this business is to have enough merchandise on hand to meet customer demand, yet not have so much that it ties up all your capital. This careful inventory balance is a job we leave to our local Graybar Salesman.

After all, he's closer to the supply picture than we are. He knows the lines and kind of appliances that are moving fastest throughout our area. He knows in advance of any shortages that might affect availability ... or of manufacturer promotions that might suddenly

jump our volume and run us out of stock on a particular item. He knows the most economical quantities in which to buy ... and is completely up-to-date on new models and sudden price changes.

That's why our inventory and ordering problems are pretty much in his hands. He's never let us down!

Not only that, but during periods of shortages it's been our experience that Graybar distributes items fairly and without the customary tie-in deals.



Vice President and Buyer Sol Mantel O.K.'s Graden's final suggestions for new stock — finds this procedure saves him time and frees him for more important work.

*Your Customers **WANT** the popular appliances...*

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

373-611

recommended by
Graybar

IN OVER 100
PRINCIPAL CITIES



TIED UP at Mississippi river wharf during the day, the CBS-Columbia showboat played host to 6800 New Orleans residents. The public had been invited to

come aboard for a look at the company's television line during the day. Reminiscent of the Old South, the boat helped CBS attract much attention.



AFLOAT at night, the boat was the scene of a combined dealer party and sales meeting which drew 1500 dealers and salesmen. Meeting above, the only business session held, lasted only half hour.

Here Comes The Showboat

CBS-Columbia and its New Orleans distributors hire a riverboat to show new lines to consumers and dealers.

During the River Cruise Dealers and Their Salesmen . . .



DANCED to music of a local orchestra and listened to local entertainers, or . . .



EXAMINED the firm's TV line which was on display aboard the boat or . . .



TALKED with executives like distributor Charles Sullivan and CBS-Columbia vice-president Louis Hausman.

SERVICE

Industry-Wide Job

The roles of manufacturers, finish producers, parts jobbers and appliance dealers in rendering good service on home laundry products was discussed in late September at a conference held under the auspices of the AHLMA parts and service committee.

John H. Miller, product service manager for G-E and chairman of the AHLMA committee, pointed out that washer makers sell "womankind a great service" and continued by asking how parts jobbers, dealers and finish manufacturers could help in rendering that service. From representatives of these groups Miller got these answers:

Parts Jobbers: Ray Jones, chairman of the Appliance Parts Jobbers Assn.'s manufacturers' relations committee called attention to recently-developed factory-supervised and endorsed co-operative service training courses as the "most significant milestone in our history." He pointed out that "irrespective of any factory policy to the contrary, a great many washers, dryers and ironers are going to be installed and serviced by men other than those of an accredited dealer."

The Dealer. R. D. O'Callaghan of Des Moines, representing NARDA at the conference, said that the retailer "is hurting our common objectives if he saves by not doing a thorough selling job, delivering the merchandise in a proper professional way, installing it correctly, showing the customer how to use it and by keeping it in good operating condition."

Finish Producers. A. S. Ault of Chicago Vitreous Enamel Product Co. told the group that because of thinner applications of Porcelain enamel in today's manufacturing the risk of chipping or impact damage has been greatly reduced.

Repair of baked enamels of the organic coating type can be handled by the appliance manufacturer, Robert H. Albrecht of Sherwin-Williams reported. He contended that when properly handled the touch-up area "is generally indistinguishable" from the baked enamel and retains this quality throughout life of the appliance.

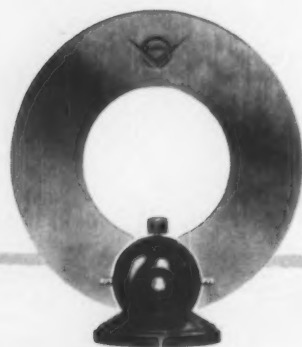
Tags for Service

In an effort to further cement good relations between its service dealers and the consumer, CBS-Hytron has announced introduction of the new Certified Quality Service Plan.

The plan is based on a service tag that is attached to each set repaired by the serviceman. On the back of the tag is space to list all parts used in servicing the set, as well as the individual charges made for them.

On the face of the tag there is space allowed for entering total charges for parts and labor, and sales tax.

To emphasize the "certification" angle to consumers, the following statement appears at the top of the tag: "This certifies that parts used in servicing this set are new and of standard make and quality. All charges are made in accordance with industry standards."



**Radion's new SUPER-BULLSEYE
sells TV in every market because it's
the one UHF-VHF indoor antenna
that's extra-compact, smartly-styled.
A top performer because it's
Radion quality-built. Order now!**

\$695 list

Radion

Expert Sales Div. School International, Inc.
2237 N. Lincoln Ave., Chgo. 18 • In Canada: A.T.R.
Armstrong Co., 50 St. Clair Ave., West, Toronto

Get the Super-Bullseye super-selling story . . . mail today!

THE RADION CORPORATION
1130 W. Wisconsin Ave., Chicago 14, Illinois

EM-11

Please send information on the Super-Bullseye to:

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

CALL RADION OR YOUR NEAREST REPRESENTATIVE:

Leon Adelman Co.
25 Chittenden Ave.
New York, N. Y.
George E. Anderson Co.
1901 Griffin St.
Dallas, Texas
Allan R. Carpenter Co.
802 12th St.
Denver 4, Colorado
Robert J. Chaffer
235 N. Buffalo St.
Portland, Oregon
The Harry W. Denham Co.
250 S. 17th St.
Philadelphia, Pa.
Lawrence Elliott Co.
28011 Fairmont Blvd.
Shaker Hts., Ohio

Maury Farber Co.
1200 Hertel Ave.
Buffalo, N. Y.
Floyd Faussett & Son
777 Pinchurst Ter. S.W.
Atlanta, Ga.
Earl Goetze & Co.
2205 Grand Ave.
Kansas City, Mo.
Allan A. T. Armstrong
30 St. Clair Ave.
Toronto, Ontario, Canada
Edward Hoffman
1641 Sheffer St.
St. Paul, Minn.
Eugene Lueb
5052 N. Shoreland Ave.
Milwaukee, Wis.
Expert Sales Division
School International, Inc.
4237 N. Lincoln Ave.
Chicago, Ill.

Hy Mates
5510 Hobart St.
Pittsburgh, Pa.
Paul Prietsch
Western Merchandise Mart
San Francisco, Calif.
Michael Scott & Co.
90 Edmunds Rd.
Wellesley Hills, Mass.
Byron McDonald
5797 Condon Ave.
Los Angeles, Calif.
James Guttridge
1010 Vermont Ave.
Washington, D. C.
Memac Sales Co.
9 S. Clinton St.
Chicago, Ill.



**no temperament
with this
star performer**

**IT'S ALWAYS DEPENDABLE FOR
SALES
PROFITS
PERFORMANCE**



automatic

WATER HEATERS

Taking a bow for a smooth, predictable performance every time, the DWW stages the kind of big hit in automatic water heating that gets rave notices from customers and makes cash registers ring for dealers. That's because DWW has every superior engineering feature that wins applause for amazing economy, continuous hot water and trouble-free service. When you feature the DWW line, you have a successful, endless run of sales, satisfaction and profits.

- **QUICK, CONSTANT HOT WATER**
- **LONG, TROUBLE-FREE SERVICE**
- **LOW-COST OPERATION**
- **HEAVY FIBERGLAS INSULATION**
- **MODERN SPARKLING
BAKED ENAMEL JACKET**
- **SAFETY AND CLEANLINESS**



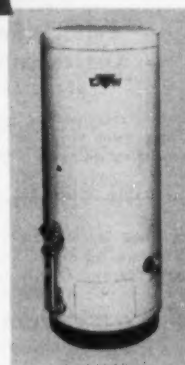
**A TYPE AND SIZE
FOR EVERY
PURPOSE**

FEATURES OF DWW AUTOMATIC ELECTRIC WATER HEATERS: Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature and greater economy of operation.

FEATURES OF DWW AUTOMATIC GAS WATER HEATERS:

Adjustable thermostat easily set for any temperature • Advanced design with latest scientific improvements • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.



DWW manufactures a 1 Year, 5 Year, 10 Year and Stone Lined Water Heater.

Liberal 10 year guarantee on extra-heavy copper-bearing galvanized steel tanks when ordered with cathodic protection.

NATIONALLY ADVERTISED

**D. W. WHITEHEAD MANUFACTURING CORP.,
1218 Walnut Ave., Trenton 9, N. J.**

D.W. WHITEHEAD



VIKING

Spotlights

SUNLAMP SALES!

- Make the most of sun and heat lamp sales this season — let VIKING increase your volume.
- VIKING will help you capitalize on the big winter sunlamp promotions.

Feature
the VIKING Lamp
during

THE BIG GENERAL ELECTRIC SUNLAMP BLITZ*
January 11 - 31
Also WESTINGHOUSE seasonal promotions

- Sell Heat Lamps, too! Tie in an infra-red bulb with every sunlamp sale, because Viking is the ideal fixture for convenience, economy and versatility — a heat lamp or sunlamp with a change of bulbs.

Sold with General Electric or Westinghouse bulbs:

Viking Ultra-violet Sunlamp — Model VPL-1-S	\$14.95 Retail
Viking Infra-red Heat Lamp — Model VPL-1	\$6.95 Retail
Viking fixture (without bulb) — Model VPL	\$5.85 Retail

Here are the 'VERSATILE VIKING' FEATURES that help you!

Versatility in Design:

Neck adjusts easily in any direction — fixture stands alone, hangs on wall, clips onto furniture.

Versatility in Use:

Fixture holds ultra-violet sunlamp bulb, infra-red heat bulb, spot reflector, photo-flood or incandescent bulb.

Safety:

Wire guard protects bulb from breakage — user from burns. Heavy-duty, U/L listed porcelain socket guards against "shorts" and over-heating.

THE VERSATILE VIKING LAMP SELLS ITSELF - and helps you sell more bulbs!

And here are two more Viking products for high volume and profit during winter months—

The VIKING Nassau

Model VPH-A

Portable Radiant Heater

\$7.95 Retail



Efficiency plus economy! Radiates large beam of heat — operates for a few cents per hour.

The VIKING Bermuda

Model VPH-B

Portable Radiant-Convection Heater

\$14.95 Retail



Two efficient heating methods in one! A strong beam of radiant heat PLUS gently circulating warm air currents.

* For more information on the Sunlamp Blitz, check General Electric ads in the following publications: Chain Store Age, Drug Edition, November. Electrical Wholesale, November. Drug Topics, November 30th. Hardware Age, December 10th.

VIKING PRODUCTS MAKE YOUR JOB EASIER!

Ask your distributor or write Dept. E11



VIKING

MANUFACTURING CO., INC.
STRATFORD, CONNECTICUT

MANUFACTURERS

What it Takes to be BIG

Whirlpool Corp., giant of the home laundry field, shows how it got that way with an impressive exhibition of the men and materials needed for its products

Whirlpool Corp., world's largest manufacturer of home laundry appliances, flexed its muscles recently with a display of the vast resources and materials that go into a normal 16-hour working day.

At a recent open house in Whirlpool's St. Joseph, Mich., plant, the firm exhibited:

Five-hundred washing machines and dryers, extending side by side for 1,292 feet, representing two hours output of the current daily total of 4,000 units which would extend just short of two miles.

Six-hundred tons of parts and materials, including 200 tons of sheet and 93 tons of bar steel.

Forty railroad freight cars, extending for 1,760 feet, required to move one day's production.

One-hundred trailer trucks, without cabs, totaling 3,200 feet, used daily to haul component parts and raw materials for 4,000 units.

Thirty-three-hundred men and women employees who make the record production possible.

As a further demonstration of its bigness, Whirlpool spelled out its name on one of the plant roof tops in a sign 20 feet high by 100 feet long—made up of 104 Whirlpool automatic washing machine tubs.

By way of comparison, Whirlpool showed how the company has grown since 1948, when the last open house was held. Corporation total annual

sales and average employment for the last five years are as follows:

Year	Annual sales	Average employment
1948	\$42,450,936	1945
1949	48,324,346	2892
1950	78,740,843	3463
1951	88,109,780	3262
1952	118,429,286	7270

Projected sales for 1953 are in excess of \$150,000,000, according to Whirlpool.

Whirlpool Corp. is the result of a merger in 1929 of Upton Machine Co. and the Nineteen Hundred Washing Machine Co.

In addition to the manufacture of the Whirlpool brand of home laundry appliances, which are distributed through some 10,000 retail dealers in the United States, and in more than 20 foreign countries, the company also manufactures Kenmore appliances distributed by Sears, Roebuck.

Name Change

The corporate name of the Tyler Fixture Corp. has been changed to Tyler Refrigeration Corp. to reflect changes made in the firm's product lines during the past 26 years.

Tyler also owns and operates the Harder Refrigerator Corp. and Wilson Refrigeration, Inc. Overall, Tyler now employs 1200 people.

Early Birds



ANTICIPATION of early bookings of orders for fans has led Signal Electric Mfg. Co. to publish a "preview" of its regular catalog. Company distributors requested early printing of the "preview" so that they could begin soliciting fan business earlier than usual this year. Looking over the book are Walter M. Reynen of the Morley-Murphy Co. and Signal sales manager Paul G. Glenkey.

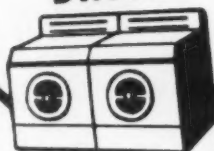
IT'S RIGHT HERE ON THE LABEL

"Wash and dry it in a BENDIX"
that's proof enough
for me!

FOR BEST RESULTS
WASH AND DRY IN

BENDIX
tumble-action
WASHER

BENDIX
fluff 'n tumble
DRYER



Here are just a few of the Garment
Makers now featuring the BENDIX
WASHABLE LABEL on Fabulous-
Fabric Clothing



Want to make something
of it? Here's one way:

Find out which stores in your
area will feature the high-fashion
lines using Du Pont Orlon Knit. Use
their garments, mannequins, and
store names in your window display
—and get them to use Bendix Washers
and Dryers in their windows. Helps
them sell the idea that these new
fabrics actually are machine-washable;
helps you sell the fact that Bendix
Tumble-Action is the one method
recommended for safe machine-
washings and dryings by these
garment-makers themselves!

WITH THIS TAG, MAKERS OF FABULOUS-FABRIC GARMENTS ADVISE

**"Wash and dry it in a
BENDIX"** TUMBLE-ACTION WASHER
FLUFF 'N TUMBLE DRYER

You needn't rely on persuasion to sell the idea that Bendix Tumble-
Action is safe, even for new man-made fabrics. Here's proof!

The manufacturers of garments made of these fabrics know best
of all how they should be cleaned. Until recently, they said "dry
clean only" or "wash by hand."

But these manufacturers now know that their garments are really
safe in Bendix Tumble-Action Washers—so that's what they recom-
mend—right on the label!

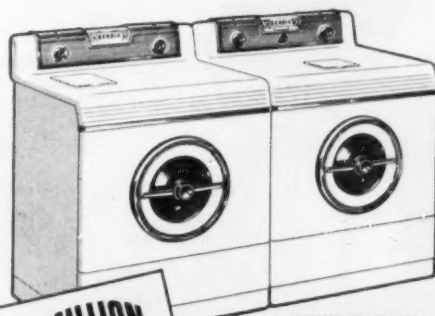
BENDIX WINS SPECIAL CITATION FROM PRINCETON MILLS
—LEADING MANUFACTURER OF NEW FABULOUS-FABRICS

Princeton's new knit fabric of fashion beauty and only the Bendix
Du Pont Orlon makes possible complete Tumble-Action principle is recommended
Bendix-washable wardrobes of rich, high- for Princeton Orlon Knit Fabric.

Citation
to
Bendix Home Appliances

for outstanding service to the
textile and apparel industries
and to American homemakers
by pioneering research in the
automatic home launderability
of man-made fabrics and for
giving American women a
better, easier way of living.

Princeton Knitting Mills Inc



SIDE BY SIDE

OR ALL-IN-ONE

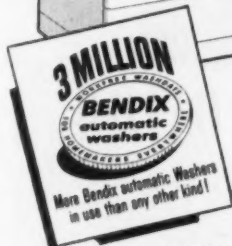


**BENDIX TUMBLE-ACTION WASHER
BENDIX FLUFF 'N TUMBLE DRYER**

The Washer chosen by Princeton Mills
because it's so safe for delicate fabrics—and
because its new hi-lift, deep-surge Tumble Action
gets all clothes so clean. The Dryer Princeton
chose, too—because it dries even delicate man-
made fabrics safely with Hi-Airflow and low
temperatures.

**BENDIX DUOMATIC
WASHER-DRYER ALL-IN-ONE**

Combining new hi-lift deep-surge Bendix
Tumble-Action washing with safe Bendix Fluff 'N
Tumble drying—all in one machine, one contin-
uous automatic operation! Still the Bendix
Dealer's exclusive—the world's only Washer-
Dryer All-in-One!



BENDIX HOME APPLIANCES Div. AVCO Manufacturing Corp., Cincinnati 25, Ohio

These sales-proved  accessories add

MORE PROFITS

to your oil heater sales

EVERY oil-burning heating appliance customer is a prospect for these high-profit A-P accessories.

Automatic heating, automatic oil lifting and clean fuel oil in the burner . . . they're all advantages that mean extra sales, extra profits for you. So, join the thousands of satisfied dealers all over the country who are cashing in on this profit-packed line. Stock A-P, display A-P and you'll profit with A-P. Write today for full details.

Sell automatic heating

Exclusive actuating pin on A-P manual oil controls permits quick attachment of all A-P conversion tops for automatic heat control.



This Thermomatic Comfort Control provides automatic heating with no wiring — no electrical connections. Fits on manual control nameplate. Low in cost . . . no installation . . . no service.



Electric Conversion Kit provides regular room thermostat heat control for vaporizing oil burner, space heaters and furnaces. Any owner can install. Comes complete with transformer, wire and insulated staples.



Electric Conversion Kit provides simple room thermostat heat control for fan-type heaters. For use either with draft fan or circulating blower on heaters and furnaces. For "on-off" or "high-low" fan speed control.

Sell automatic oil lifting



Cash in on clean, easy fuel oil handling with an A-P Oilifier. Draws oil from tank or drum located outside or in basement. Delivers it to the third floor, if necessary.

Sell increased efficiency



Cash in on freedom from danger of burner failure due to dirt, moisture or impurities in oil . . . with an A-P Fuel-Oil Trap-It. Eliminates costly service calls by preventing sluggish operation or flame failure due to erratic flow.



From coast to coast, there's an authorized A-P service station near you

A-P CONTROLS CORPORATION

2400 N. 32nd St., Milwaukee 45, Wisconsin

 **DEPENDABLE Controls**

For Air • Gases • Refrigerants

In Canada: A-P Control Corp., Ltd., Cooksville, Ontario

For Export: 13 E. Fortieth St., New York 16, N. Y., U.S.A.

Automatics Only

General Electric has announced plans to abandon manufacture of wringer washers after April of 1954.

In announcing this decision, James H. Goss, general manager of the firm's home laundry equipment department, said the decision had been made in order to allow the department to concentrate on production of automatic washers and dryers.

Since 1935 the Bridgeport, Conn., plant of G-E has turned out wringer washers. Production of these units was the only major appliance manufacturing operation not consolidated in the firm's new Louisville plant. Goss said that acceptance of automatic washers by the public provides a clear indication that the future of the business lies in that field.

Return to Radio

Hoffman Radio Corp. will re-enter the radio field with a complete line of table model radios to be manufactured at the firm's Kansas City factory beginning January 1, 1954.

Hoffman discontinued its radio line in 1950 to devote all production to television. About 100,000 radio receivers will be manufactured at the Kansas City plant next year.

President H. Leslie Hoffman announced the new million-dollar factory also will produce about 80,000 to 100,000 television receivers in 1954, for distribution to midwestern and eastern markets. The firm previously concentrated its TV merchandising on the West Coast, home of Hoffman.

Television production at the Kansas City plant will begin December 1 of this year, Hoffman announced. Both radio and TV produced at the new plant will be channeled through the Hoffman distribution system now handling its TV receivers.

Announcement of the firm's return to the radio field and expansion of production facilities was made at Kansas City recently.

Honor for Jensen



A MEDAL OF MERIT from the show awards committee of the International Sight and Sound Exposition is presented to Thomas A. White, left, president of Jensen Mfg. Co. by S. I. Neiman, president of the exposition. Award was for the Jensen "duette", a hi-fi speaker held by White.

Every week on
nationwide CBS TV for
GENERAL ELECTRIC
SMALL APPLIANCES!



The General Electric Comedy Theatre Starring

Ray
MILLAND
in
"Meet Mr. McNutley"



Featuring
THE G-E STEAM AND DRY IRON

Actually two irons in one, yet weighs only 3¼ pounds. More women use G-E Steam and Dry Irons than any other make.

STILL ONLY **\$18⁹⁵***



Featuring
THE G-E PORTABLE MIXER
that really mixes! So handy and easy to use! Sets down like a hand iron, is easy to store away. Weighs less than 3 pounds.

ONLY **\$19⁹⁵***



Featuring
THE FAMOUS G-E SWIVEL-TOP CLEANER

that gives your customers worksaving... timesaving "Reach-easy" cleaning! Get your share of big vacuum cleaner profits with this top seller!

ONLY **\$89⁹⁵***



THERE'LL never be a dull moment as Ray Milland brings a new comedy treat to TV in his role of a harassed college professor in a girls' college.

This great new TV show will add even more power to General Electric's already record-breaking advertising program to help you sell G-E Small Appliances!

*Manufacturer's recommended retail or Fair Trade price.

What a combination!

TOP HOLLYWOOD STAR
RAY MILLAND
AND AMERICA'S FASTEST-SELLING SMALL APPLIANCES!

Sponsored by the General Electric Small Appliance Division, Bridgeport 2, Conn.
and the General Electric Radio-Television Department, Syracuse, N. Y.

GENERAL  ELECTRIC



You Have A Good Sales Story...

when the appliance
is equipped with a—

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER MOTOR



Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.



Lightweight universal motor for portable devices requiring a self-ventilated, high-speed motor.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

When it's a Lamb Electric motored appliance you can tell about excellent performance, about dependability, quiet operation and outstanding appearance... because the motor is specially designed for the product. These are some of the features which characterize all appliances equipped with Lamb Electric Motors, and are among the reasons why leading dealers the country over like to handle them.

The Lamb Electric Company
Kent, Ohio

In Canada: Lamb Electric—Division of
Sangamo Company Ltd.—Leaside, Ontario

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER MOTORS

Open West Coast Tube Plant



SWITCH controlling operations of Pioneer Electronic Corp.'s new picture tube plant in West Los Angeles is pulled by Pioneer president Laurence M. Perrish as Ed Grigsby, sales manager of Altec Lansing, and H. L. Hoffman, president of Hoffman Radio Corp., look on. New 20,000 square foot plant has a 1000 tube per day capacity. Pioneer is first company on the West Coast to manufacture picture tubes.

Leaders for White

Addition of a leader line of electric and gas water heaters was announced during a recent meeting of divisional managers of White Products Corp. A new series of gas water heaters and adoption of a freight allowed program were also announced by A. D. Vining, vice-president of the firm, during the meeting.

The leader line is being marketed to meet price competition, Vining acknowledged. It will be called the "Parade" line. Electric models will be available in 30 and 52 gallon sizes, gas units in the 30 gallon capacity. The low priced line will carry a one year warranty.

Three New Lines

Pioneer Gen-E-Motor Corp. is marketing three new lines of power mowers to be distributed through three sales force divisions, it has been announced by R. M. Wiley, sales manager.

The three divisions, Pincor, Pioneer and Blue Diamond, will offer franchise discounts and protected territories to dealers and new models to

wholesalers, and volume buyers.

All divisions will provide a popular line of electric portable tools including quarter-inch drill kits and power saws for the expanding "do it yourself" market.

Wiley said the advertising program would be expanded with Pincor tools to be featured in a newspaper supplement for the Christmas trade.

Sell Fieldcrest

Fieldcrest Mills, formerly a manufacturing division of Marshall Field & Co. has been sold to a group of eastern financiers operating under the corporate title of Fieldcrest Mills, Inc.

Spokesmen for Field's said that the sale had been arranged to allow the firm to "concentrate its attention on retailing." E. Stanley Klein, one of the new owners, said that the new company will continue without change the distribution policies, quality standards and selling program of Fieldcrest with present key executives remaining in charge of operations.

(Among Fieldcrest products is an electric blanket. Earlier this year the firm produced its one millionth such blanket.)

Build a Better Fan

The first appliance ever marketed by Westinghouse Electric Corp. was an electric fan—but the company is still improving this product.

Last month company officials descended on the firm's East Springfield, Mass., plant to bestow a \$5,000 "outstanding invention" award on engineer Gustav H. Koch. His invention: a means for making an electric fan blow more air.

It was in 1945 that Koch discovered that if air coming into an electric fan from the side could be directed forward, the air output would be enormously increased. He developed a series of "air injector rings" which surround the fan and guide air into the main air stream without turbulence.

Westinghouse applied Koch's development to its Mobilair fans, first introduced nationally in 1948. Since that time the firm has sold some \$15 million worth of Mobilaires.

Quiet Heet Sold

Emerson Radio and Phonograph Corp. has bought a majority interest in Quiet Heet Manufacturing Corp. it has been announced by Benjamin Abrams, president of Emerson.

The five-building plant at Newark, N. J., where Quiet Heet is located will be operated as an Emerson subsidiary and will continue under existing management. It will manufacture air conditioners under the Emerson name and will continue to produce its own line of coolers.

Abrams said the new Emerson air conditioners will be shown to the trade in the early part of December. Merchandising plans will be announced prior to that time.

Long Life Tubes

"Extra punishment" tubes are being marketed by CBS-Hytron for application in TV sets where ordinary tubes fail before their time.

That's the firm's explanation of their new CTS-rated tubes. These "continuous television service" tubes are not merely modifications of the older types which they replace but are completely new in design, company officials said. They are designed for use in five "hot spots" in TV sets where ordinary tubes fail prematurely; larger screen sets aggravate the problem, CBS officials say.

CTS tubes marketed so far include the 5AW4 (which replaces the 5U4G) and the 6CU6 (which replaces 6BQ6GT).

Remington Expands

Current plant expansion by Remington Corp. will enable the firm to step up production of console room air conditioners by 50 percent and to undertake production of its own $\frac{1}{2}$ and $\frac{1}{4}$ hp. window units for the first time.

Heretofore, all Remington window units have been made under contract by other manufacturers. Next year only the $\frac{1}{2}$ and 1 hp. window units will be manufactured on the outside. In

addition to producing console units for sale under its own trade name, Remington also makes consoles for RCA and Fedders-Quigan.

The current expansion will cost about a quarter of a million dollars. Herbert L. Laube, Remington president said. Original plans had called for a much more costly and extensive enlargement of manufacturing facilities but money that had been earmarked for this purpose "now must go to the government due to the extension of the excess profits tax", Laube said.

Broiler Sales Up

More Americans are buying broilers and they're paying more money for them.

That's the opinion of Max Steinbook, president of Broil-Quik, who last month revealed that his firm's sales had jumped 108 percent over last year's figures for the first eight months of the year.

The largest increase, Steinbook said, was in the highest-priced unit in the line, a rotisserie-broiler-grill combination retailing for \$69.95.

Marked increases in midwestern, southern and western sales have been noted by the company in the eight month period.

The firm will add to its line this fall with introduction of an automatic fryer-cooker.

Mortgage Plans

Whirlpool Corp. has distributed 15,000 booklets entitled "How To Boost Sales With 'Package' And 'Open End' Mortgage Plans" to dealers, distributors and architects.

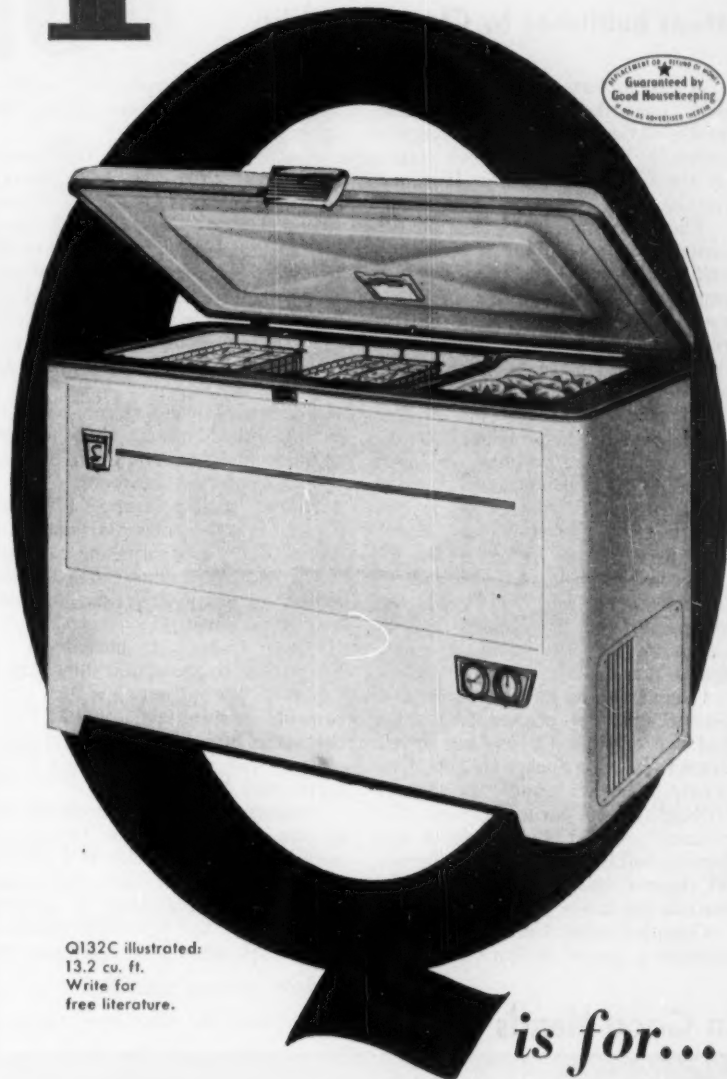
The "package" mortgage, planned for home builders and buyers, includes the cost of an automatic laundry, after down payment, with original house and lot mortgage. It may be used to cover individual units—washers, automatic gas or electric dryers, and automatic ironers—or any combination of the three.

Factory Inspection



TOP BRASS of the Columbia Broadcasting System examine a production line at the Long Island City plant of CBS-Columbia, set manufacturing subsidiary of CBS. From left to right are Frank Stanton, president of CBS, David H. Cogan, president of CBS-Columbia, and William S. Paley, chairman of the board for CBS.

P is for profits...



Q132C illustrated:
13.2 cu. ft.
Write for
free literature.

Quicfrēz

T.M. Reg. U.S. Pat. Off.

... AND HOW THEY GO TOGETHER! No need to remind you that your customer today is looking for more features and more quality for his dollar. That's just what he gets in Quicfrēz—the freezer styled for today's market, priced for today's market. Join the ranks of dollar-wise dealers—Quicfrēz dealers! Find out about the line: Four great freezers, 20 to 9 cu. ft.; seven popular refrigerator models, from 9.6 to 5.6 cu. ft.; color styled; all wanted features. See what a money-making combination you get when you put together "P" for profits and "Q" for Quicfrēz!

Quicfrēz, Inc.

Manufacturers of fine refrigeration equipment for almost 50 years
Fond du Lac, Wis.

MARKETING

Cleveland Market Study

Data on appliance saturation, multiple ownership and "complementary" products is contained in new study published by Cleveland utility

A comprehensive survey of appliance ownership in the Cleveland-northeast Ohio area has just been published by the market research section of the Cleveland Electric Illuminating Co.

The study indicates saturation percentages for a long list of appliances and also provides data on the percentages of families owning more than one of each appliance and on the economic status of appliance owners. Age distributions of refrigerators and size distributions of food freezers are also given.

Highs and Lows. Highest saturation figures were recorded by hand irons (98.5), refrigerators (97.5), radios (96.8), vacuum cleaners (85.9) and electric clocks (84.8). Lowest saturation figures were recorded by LP ranges and water heaters (1.8 and 0.5 respectively), electric radiant room heaters (0.2) electric disposers and incinerators (0.3) and room air conditioners (0.6).

Overall figures for the entire area showed only 1.4 percent of families had two or more TV sets but in one district (covering Shaker Heights, University Heights and Beechwood Village) two-set ownership was 12.6 percent. Almost 46 percent of area families had two radios in their homes, 48 percent had two clocks and 7.5 percent had two or more portable fans.

Complementary Units. The report contains a special section on so-called

"complementary appliances" such as automatic washers and dryers and ranges and dryers.

Findings here indicate that almost 64 percent of the families owning automatic washers do not own either electric or gas dryers. This figure varied fairly widely from district to district, with one area reporting that only 42.6 percent of washer owners did not have dryers while at the other extreme another area reported that 78.3 percent of automatic washer owners did not have dryers.

The study showed that 8.7 percent of families had both automatic washers and dryers but of this group 55 percent did not have an ironer.

A fairly high percentage (76.7) of electric range owners did not have dryers. Even more surprising, perhaps, is the fact that almost half of the owners of electric dryers did not have an electric range.

Other Data. A breakdown of refrigerators by age of unit showed that almost 60 percent were less than eight years old (postwar sales), that 21.3 percent were from eight to twelve years old and that 19.2 percent were 13 or more years old.

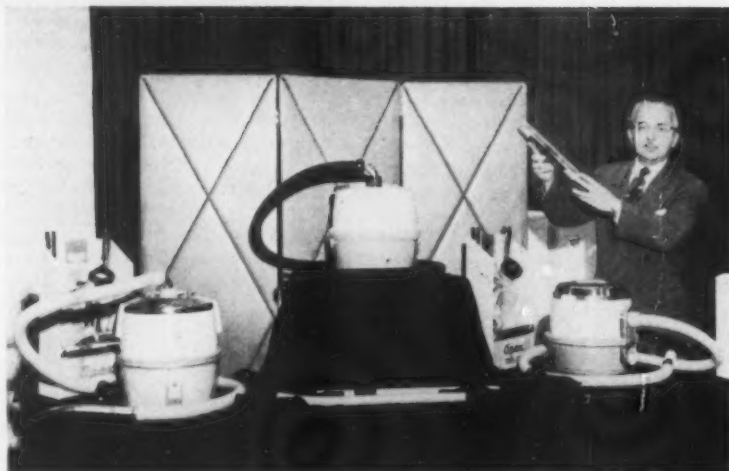
Freezer ownership was broken down by size of unit. Almost 16 percent were less than eight cubic feet and 42 percent were from eight to twelve cubic feet; an additional 42 percent were 13 cubic feet or more in capacity. Overall saturation was eight percent.

In Good Hands



SMOKEY THE BEAR, symbol of the fight against forest fires, is exhibited by Betty Klippsteen of Admiral Corp. Polk City, giant Chicago appliance store, is giving away a toy Smokey with every purchase of \$25 or more. Left to right: Seymour Mintz, vice president in charge of advertising for Admiral; Miss Klippsteen; Ron Terry and Bill Hamilton, Polk announcers.

New Salesmen, New Products



DISTRIBUTORS last month got their first look at Apex's step-up line of cleaners and also met a new product sales manager for the firm's vacuum cleaner division. During a preview meeting in Cleveland Edwin Hamala shows the firm's "strato, aero and dyno" cleaners. The latter, shown on the pedestal in the center, is the newest and lowest priced of the three, retailing for \$59.95.

TV for White

White Sewing Machine Corp. has directed its advertising emphasis to television and will sponsor a \$250,000 budget of spot commercials in the major market areas in the months ahead.

The TV campaign has been planned to reach more than 2,000,000 viewers per day in spots carefully selected to coordinate with White's department store distribution, according to Sydney A. Small, vice president.

White will use one-minute film announcements in the TV promotion. A cut-in at the conclusion gives the names of stores where White sewing machines are sold locally. Theme of each film is that "you can dress yourself and your family, easily and inexpensively, with the aid of a White, the American-made sewing machine."

The new TV campaign was outlined in a series of sales conferences which began in Canada in August and recently ended on the West Coast. Discussions were led by Small, sales training director Elliott Suttle, and advertising manager Georgia Arthur.

Over the Top

A 76-day sales campaign by International Harvester Co. has gone "over the top" in sales of I-H refrigerators and freezer, it has been announced by Robert H. Burnside, assistant sales manager.

Retail sales equalled 108.6 percent of the national quota "in spite of many difficulties . . . including such obstacles as increasing competition for the consumer's dollar and tightening retail credit," he said.

The summer "8/80" sales campaign provided incentives at each level of selling activity; for distributors, wholesale salesmen, dealers and retail salesmen. Top awards for both dealers and distributors were eight-day expense-paid trips to a choice of resort spots.

Southwest sales region of the company led in percentage of sales to quota with 121.1 percent, Burnside said. Other regions were: Central, 118.8; Northwest, 114.7; Southern, 112.3; Eastern, 97.4; and Western, 82.2.

The first group of trip winners started their tours with a celebration dinner October 17 in Miami Beach.

Promotion Price

Special promotional prices on two ranges feature a Thanksgiving-Christmas sales campaign being conducted by RCA Estate.

The two ranges will be priced \$50 below their normal retail price for the promotion period. An electric range (model 5314) will sell for \$229.95 and a gas range (model 5334) for \$189.95 during the campaign.

Promotion tools available to dealers include a recipe-booklet on holiday cooking hints which is to be offered free to women who visit dealers' stores. Also given away is a twelve pound turkey to each purchaser.

Dealer aids include two consumer mailers, a window streamer, molded latex turkeys, cellophane Christmas wrap and a complete ad mat service.

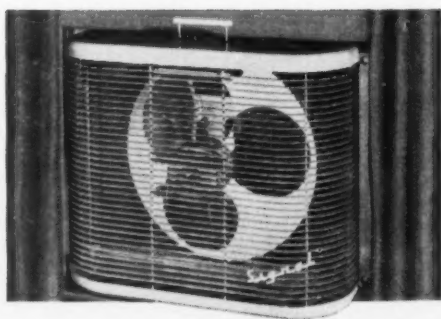


WINNING regional sales manager, Arden S. Knudsen, of Southwest sales region, right, is congratulated by Robert H. Burnside, left, assistant sales manager of International Harvester Co. Knudsen had highest sales percentage in I-H's "8/80" contest to sell freezers and refrigerators last summer.

the guarantee with the teeth left in!



No "but's",
"if's" or quibbles —
the SIGNAL Five Year Guarantee
means just that! If you happen
to be weary of explaining an
apparent five year guarantee down to
six months — or nothing at all —
then introduce yourself to SIGNAL
Fans, and relax. Discover the
peace of mind that comes with the
cash when you sell SIGNAL . . .
guaranteed for five years,
and respected for 62 years!



Illustrated is the beautiful new SIGNAL
electrically reversible 16" Deluxe
Window Fan — priced, styled, built and
guaranteed to give SIGNAL satisfaction.
Also available in 20" size.

New 1954 SIGNAL Catalog now available. Write for your *free* copy today.



Electric Manufacturing Company, Menominee, Michigan

SUBSIDIARY OF KING-SEELEY CORPORATION



In Chicago, it takes 2— to complete the picture

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



CHICAGO SUN-TIMES

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH

G-E Unveils New Blanket Line



NEW CONTOUR-CORNERED automatic blankets are demonstrated to Cleveland dealer meeting by C. R. McLean, blanket sales manager for General Electric's small appliance division.

A new product and a new approach to merchandising it shared the spotlight during a nationwide series of meetings held early this fall by General Electric's small appliance division.

The new product was a "custom-contoured" line of automatic blankets.

The new approach was offered by blanket sales manager C. R. McLean and Bob Boian, marketing manager for the small appliance division, when they advised dealers to eliminate "scare words" from their blanket sales pitches.

The sales meetings opened in Cleveland in September with a showing for distributors and dealers in the Tudor Arms Hotel. The new contour blankets are designed to make bed-making easier and employ a special contour stitching so that they do not bind the feet of the sleeper.

Scare words singled out for attention by McLean were "electric" and "heat". Use of the word "electric" leads customers to conjure up thoughts of possible electric shock from the blanket. Said McLean: "Scratch the word electric and use automatic". Instead of "heat", use the phrase "all over comforting warmth", McLean urged.

McLean stressed the safety features of the firm's "sleep-guard" wiring system which eliminates thermostats. He said that the firm had paid about \$1.6 million to buy back old blankets from customers.



ON HAND for meeting were marketing manager R. E. Boian, left, and commercial vice-president Sam Littlejohn.

New Sales Booklet

A compact four-color sales manual presenting a list of advantages of Whirlpool automatic gas and electric clothes dryers is being distributed to Whirlpool dealers.

For use in customer sales demonstrations, the 27-page manual includes information on what clothes can be dried, how an automatic dryer protects health, what dial setting to use for different fabrics and how a clothes dryer can save a housewife up to 297 work hours a year.

Twins Win Again

For the second year in a row, the number of twins born on "Blessed Event" day far exceeded the national average for that day.

Last year when Westinghouse offered a washer and dryer to the parents of every twin born on the company-designated "Blessed Event" day, 303 twin births were reported. This year 233 twin births were reported. National average for the day is 128 sets of twins.

If it means anything, California reported more sets of twins for the big day than did any other state. Pennsylvania, Ohio, New York, New Jersey and Michigan followed in that order.

Notes and Music

A new series of musical radio commercials will be used by Hotpoint Co. to advertise the firm's line of kitchen and home laundry equipment on radio stations throughout the nation.

Recording stars such as Ray Eberle, Maxine Sullivan, and Johnny Cole are featured in the musical announcements, set in 30 seconds and one-minute breaks. All tunes are original, according to Hotpoint officials. Local dealers are tied in through announcer's copy.

Hotpoint also will furnish additional radio script material throughout the remaining year and into 1954 and 1955, keeping the commercial aspects of the announcements up to date.

Small Dealer Help

No secret is the fact that two of Dormeyer Corporation's executives came to the appliance business from the clothing trade.

Unsurprised, then, were twenty middle west distributors at a Chicago dinner September 28, to learn of another unorthodox approach being made by Dormeyer in its Christmas promotion starting December 7. In 40 cities the names and addresses of every dealer stocking a few items will be carried in its newspaper advertising.

This is believed to be something new in the electric houseware field, and started with trials last year in Milwaukee and Chicago where metropolitan editions permit neighborhood advertising.

Kits are being sent to all dealers with the idea of making their show windows a billboard and pushing small housewares at the psychological moment.

The Dormeyer Corporation, which is completing its first year in its new

home at Kingsbury and Huron Streets, Chicago, got off to a fast start right after the war by ability to make its own mixer motors. It built up its service department at a time when all appliances were scarce and service was tardy.

In rapid succession the mixer was followed by the blender, the deep fat fryer, the toaster, the broiler rotisserie and the coffemaker. To this has been added an electric blanket. All are featured in the campaign.

Talks at the dinner were made by Marvin Allesee, vice president of sales, Maurice Lipsich, Chicago district manager, and Dave Guerrant of the Shaw Advertising Agency.

Effective Weapon

Premiums can be used effectively as weapons to combat discounts and discount houses, according to Seymour Mintz, vice president-advertising of Admiral Corp.

Speaking at the New York Premium Show recently, Mintz said the customer usually is so satisfied with receiving a valuable premium free with the purchase of an appliance or TV set, he will not insist on a discount.

Mintz described a variety of effective premium promotions and said approximately one-tenth of his \$20,000,000 advertising budget for 1953 will be spent on premiums.

"During the 1952 political conventions, Admiral dealers offered a set of four green glasses free to any person who came in and inspected our products," Mintz said. "They gave away 2,000,000 glasses which meant that approximately half a million persons entered our dealer's stores. Many of them purchased an electric appliance before leaving."

Admiral's latest premium promotion offers a \$42.95 electric blanket free with a \$339.95 refrigerator for a combined price of \$299.90.

Tiny Traffic Builder



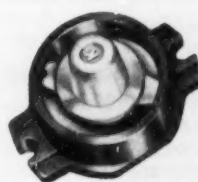
WORLD'S SMALLEST personal portable radio, Emerson's 747, is praised by Benjamin Kaye, right, owner-operator of the Liberty Music Shops in New York City. The tiny radio helped Liberty draw record store traffic this summer, Kaye said. Holding radio is Hal Dietz, left, general manager of Emerson-New York, Inc. Center, left, is Dorman Israel, Emerson executive vice president. Benjamin Abrams, Emerson president, is at right center.



Motor Repairman Says KLIXON Protectors Turn Major Repairs Into Little Ones

DETROIT, MICH.: Mr. Bruce W. Palmer, president of the Palmer Electric Company, oldest electrical contract and repair business in Detroit — knows how well Klixon Inherent Overheat Protectors prevent motor burnouts from long experience. He sees them in hundreds of motors every year. Uses them himself in manufacturing the Palmer Beverage Coolers. He says:

"No device is more secure for protecting motors against burnouts than a KLIXON Protector. We find motors protected with a Klixon usually require only minor repairs, while those not so equipped develop major repair problems."



Manual Reset

Automatic Reset



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector, illustrated, is built into the motor by the manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

SPENCER THERMOSTAT

Division of Metals & Controls Corporation
2511 FOREST STREET, ATTLEBORO, MASS.

**Just what's wanted
in home incinerators!**

**IT'S CLOG-PROOF, RUST-PROOF
AND WON'T BURN OUT....**



The COLE HOT BLAST HOME INCINERATOR

meets homeowners' every demand for top value and performance. Here are just a few of the COLE features:

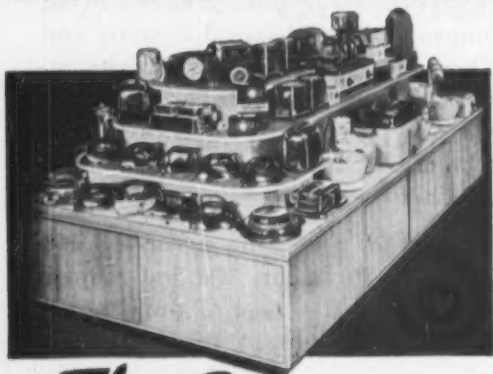
- Economical gas operation with exclusive, patented, air-jet combustion. Genuine refractory tile lining... rust-proof, clog-proof, permanent.
- Smokeless and odorless.
- Dependable disposal of every scrap of food, however wet.

Write today for complete specifications of both Deluxe and Standard Models.

COLE HOT BLAST MFG. CO.

3817 S. RACINE AVE., CHICAGO 9, ILLINOIS

SELF-SERVICE SALES *CLIMB!*



- "Related-Item" Buying is Multiplied
- Impulse Sales Increase Sharply

*Tested
and
Proved*

Flexo-Step STORE FIXTURES

- Unlimited Flexibility... Individual Steps Removable
- Easy to Effectively Display Merchandise of any size or shape
- All merchandise is Easy-to-See... Easy-to-Handle... Easy-to-Buy
- More Selling Space... 50% more than Conventional Equipment
- Brings you more money per square foot of floor space
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully finished
- Shipped Completely Assembled... Ready to Make Immediate Sales for You

ADD SALES CO. 702 COMMERCIAL ST. MANITOWOC, WIS.

WRITE . . . WIRE OR
**USE THIS COUPON
FOR MORE SALES
AND PROFITS**

ADD SALES CO.
702 COMMERCIAL ST.
MANITOWOC, WIS.
DATE _____
PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON
FLEXO-STEP STORE FIXTURES WITH PRICE LIST.
NAME _____
STREET _____
CITY _____

Brave Sales Pitch



MILWAUKEE BRAVE pitchers Lew Burdette and Warren Spahn (at mike) address a Lewyt dealer meeting conducted by Taylor Electric Co. At right is James A. Taylor, Jr., president of the firm and at left is sales manager Tom Cavanaugh. After the sales meeting Taylor personnel and their dealer guests did just what you'd expect them to do in baseball-crazy Milwaukee—they went to a Braves-Pirate game.

Classroom Cooking

General Electric major appliance distributors and dealers are sponsoring special cooking schools as part of their promotion of the Pillsbury Fifth Grand National recipe and baking contest.

The contest will be climaxed with a bake-off among 100 finalists on General Electric ranges at the Waldorf-Astoria hotel in New York on December 14. Contest prizes will total \$100,000, plus more than \$53,000 in G-E appliances.

A booklet suggesting ways to demonstrate G-E ranges in conducting schools has been included in the promotional kit sent to distributors. The booklet contains recipes of the top prize winners in last year's contest.

air conditioning sales of the scope predicted above? New homes (being constructed at a million a year rate) are the most obvious market. About 13.5 million of the 25 million present homes with central heat are "likely candidates" for conversion to a year around system. Of this total, 7.5 million homes have gravity air systems and would require a completely new heating and cooling combination plus modification of ductwork. Another 2.6 million homes have forced warm air furnaces more than five years old which could be replaced with a year around unit under current practices and without much change in ductwork. Another 3.3 million homes with newer forced air furnaces would require only the addition of a cooling unit.

Copies of the report may be obtained from the Institute, 125 East 38th St., New York 16, N. Y.

Cool Outlook

An optimistic "appraisal" of the air conditioning industry has been published by the American Institute of Management in New York.

The bulletin predicts that more than two million homes in this country will be air conditioned within the next five years. (Today's figure: 100,000.) For the next five years the AIM bulletin breaks residential air conditioning system sales down like this:

1954.....	120,000
1955.....	240,000
1956.....	360,000
1957.....	540,000
1958.....	700,000

Within ten years non air-conditioned homes will be obsolete in most sections of the country, the report continues. Air conditioning promises to be a "recession-proof" industry, AIM says, predicting that industry expansion will continue despite adverse business conditions.

Where is the market for residential

Meet the Sponsor



H. W. HOOVER, JR., president-elect of the Hoover Co., shakes hands with TV star Garry Moore whose daytime TV show is being sponsored by Hoover for 15 minutes each Monday.

Into the Valley

A new booklet describing the heart of the industrial Delaware Valley of the East as the electrical dealer's "Golden Opportunity" has been issued by the Electrical Association of Philadelphia.

The booklet shows the population of the five Pennsylvania counties of the Delaware Valley to be 3,300,000 with 1,410,000 employed persons averaging \$73.68 a week in wages. The five-county area has 975,000 dwelling units.

Saturation of room air conditioners in the Valley is about one percent, the booklet reveals. Dishwasher saturation is about 2.6 percent, ironers about 3 percent, and clothes dryers about 4 percent. Food freezer saturation is about 6 percent, electric water heaters about 11 percent, electric ranges about 20 percent, and automatic bedding negligible.

The five counties of the Delaware Valley are Philadelphia, Bucks, Chester, Montgomery and Delaware. About one family of four in the area now has an annual income over \$5,000, the pamphlet shows.

Going After Sales

Appliance dealers have been urged to put up window displays, decalcomania and other "silent salesmen" merchandising aids in preparation for NEMA's campaign to carve a greater slice of Christmas gift sales for electric housewares this year.

The rapid growth of acceptance of the electric housewares gift campaign was pointed out to the Electric Institute of Boston, Inc., by Joseph Broslaw, agency man working with the program's sponsor, the electric housewares section of NEMA.

Broslaw said the that the industry this year has worked toward emphasizing a permanent decalcomania which

stores can place in windows as a reminder to consumers that the store is "Gift Headquarters—First Gift Choice, Electric Housewares."

This material is available in all key markets through the local electrical league or manufacturers and distributors who receive it in bulk from NEMA, Broslaw said.

Forecast for '54

Univac, the mechanical brain that predicted President Eisenhower's landslide victory within four electoral votes, has come up with a new forecast: seasonal buying patterns of small appliances and housewares in 1954 will closely parallel 1952 patterns.

Univac is a giant electronic brain developed by Remington Rand, Inc., and enlisted by the Bureau of Advertising, American Newspaper Publishers Association, to predict next year's buying patterns. It did this by shifting sales patterns for the last 12 years through mathematical computations.

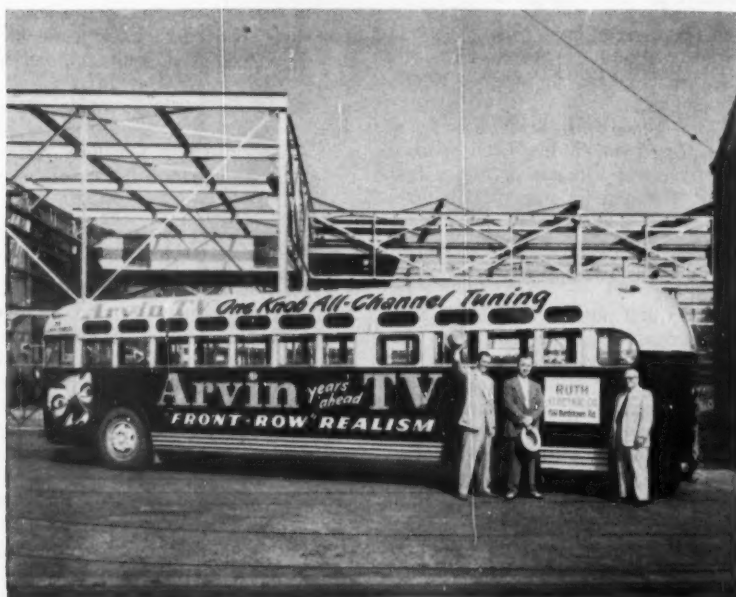
Tuning up its 5,000 tubes for three minutes of calculations, Univac was able to report:

1. The year 1952 established the "most nearly normal" patterns of seasonal customer buying habits which influence retail sales during any normal year.

2. Seasonal buying patterns during 1954 will duplicate—in most cases with variations of only a fraction of a percentage point—those which prevailed in 1952 in 28 basic lines of merchandise, including small appliances. After a slow start, appliance sales gathered momentum quickly and finished fast in 1952, for what was generally considered a "good" year.

It was emphasized that Univac's conclusions could not take into consideration any future switch in trends or major economy changes, and that there were other factors not adaptable to mathematical computation.

Serving Two Masters



NEW ADVERTISING MEDIA is this public transportation bus in Louisville, Ky., which promotes Arvin television on one side and Amana freezers on the other. Bus travels different routes, carrying names of dealers in whatever area it is operating. Advertising was arranged by Stratton & Terstegge Co., major appliance division, Louisville distributor for Arvin and Amana.

Mr. Dealer... IS YOUR PROSPECT Mechanically Minded?



... then give him all the **FACTS** about the famous

Tecumseh HERMETICS

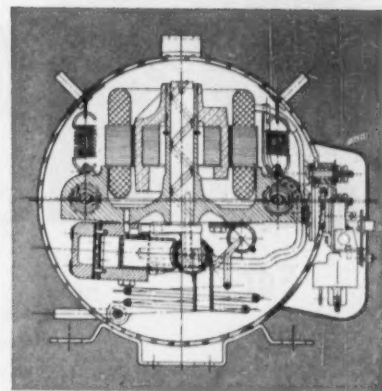
• Most people want to know all the facts about the household refrigerator they buy. That is why we at Tecumseh Products feel that it is important for you to know all the outstanding features about Tecumseh Hermetics because it makes your selling job easier.

• It will pay you as a dealer to tell your customer about these Tecumseh facts:

• **LOW INITIAL COST** is passed on in lower price refrigeration equipment or more "extras" at the same price.

• **QUIET OPERATION** assures customer satisfaction and builds up good will for you.

• **COMPACT DESIGN** allows more space for food storage, or smaller overall dimensions. Result... more refrigeration for the money.



• **LOW OPERATING COST** due to efficient design balancing compressor exactly to the installation. This factor also minimizes the necessity for service calls under warranty, saving money for both the customer and yourself.

For complete information about the Tecumseh Hermetics, write Dept. M-1 today.

REMEMBER THERE ARE OVER 14 MILLION TECUMSEH UNITS IN USE TODAY!



TECUMSEH PRODUCTS

TECUMSEH, MICH. *Company*

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Solve your faucet problems with

Adapters that fit!

P & G has an adapter for your every need—to fit any irregular shaped faucet.

Visit your nearest distributor for complete line of hose, fittings and catalog

Copyright 1953 by P&G Supply Co., Inc., Boston, N. Y.

INSIST ON **PG** FITTINGS



For
easy
movement...
safe
delivery

Safe handling! Easy movement! Damage-free delivery! These are some of the cost-saving, prestige-building features of Slingabout appliance protection. You'll like the speed and convenience of these thickly padded, flannel-lined canvas jackets. They slip on in seconds and have sturdy hand-sling to enable protected appliances to be lifted without strain and delivered without damage to finish or to customers' premises.

Ask about Wrapabouts for TV Sets

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.
Send Slingabout or Wrapabout prices for Model #

Name _____
Address _____
City _____ State _____

Make _____
Check Appliance _____
Refrigerators
Range
Washer
Radio
TV
Other (please specify)

This Is Business?



FIELD REPRESENTATIVES of the Du Mont cathode ray tube division's replacement sales department gathered at Lake George, N. Y., in late September for a unique four-day sales conference. The meeting was held at the summer home of Ed Hinck, manager, replacement sales department, and business sessions were interspersed with social gatherings and recreational activities like this fishing trip.



CHEF Allen B. DuMont, Jr., serves up a lobster to John T. Stinson and Ed Leitchman during Lake George meeting. DuMont is sales representative for firm's cathode ray tube division.

Facts About Brides

Most newly-married women start out homemaking with very few major appliances and more than half of their electric housewares were given to them as wedding presents, a survey by McCall's Magazine reveals.

Entitled "1,000 Brides," the survey of young women married in 1952 shows:

Refrigerators had the highest ownership percentage of all major appliances, with 40 percent.

Three out of 10 of the newlyweds have a range, while slightly more than two in 10 own a washing machine.

Eighty-nine percent of the brides have one or more electric housewares. The "most wanted" electric housewares are (in order of preference): mixer, vacuum cleaner, electric coffee-maker, and fat fryer.

Sixty-one percent of all electric housewares owned by the newlyweds had been received as gifts, while less than 9 percent of all major appliances owned were received as gifts.

The "most wanted" major appliances of all brides, are (in order of preference): washing machine, refrigerator, range and food freezer.

Stamp of Approval

Ever wonder how effective a television program can be in promoting the homemaker's interest in electric appliances?

The New York State Electric & Gas Corp., which has been sponsoring "Electric Kitchen Party", a half-hour television program in Binghamton, N. Y., asked that question recently. Through a mail survey, here is what the utility found:

Of the 388 replies to the mailing list of 1,000 persons known to watch the program, 84 percent said they watched every week; 99.5 percent said they "like" that kind of program, and 92 percent agreed the time of day was convenient.

Asked what other features they would like to see included in "Kitchen Party," 62 percent said they would like general household tips, 32 percent indicated they would like information on freezer preservation of food, and only a very small percentage expressed interest in demonstration of modern lighting or home wiring tips.

The mailing list was made up of viewers who had already asked to be put on a monthly recipe mailing list.

New Ironing Table

Proctor Electric Co. last month introduced the latest version of its Mary Proctor "hi-lo" ironing table with advertising in Life magazine table with advertising in Life magazine and tie-in advertising and promotions on the part of key stores from coast to coast. A full page listing of the key stores was part of the company's magazine ad.

The company is plugging the fact that the new table is "built to meet the requirements of the American Heart Association's 'heart of the home' program." This means that the table must be absolutely safe and steady at all times, suitable for the use of any woman, short or tall, able or handicapped, and must handle without lifting and with a minimum of effort.



Communist machine-gun fire dropped him in combat. But whole blood kept him alive, saw him through the hospital. He thanks you for his life.



She'd been exposed to polio. A new serum, Gamma Globulin, made from blood, helped ward off the dread disease. She thanks you for her life.



A tornado whipped suddenly across her home town. She was badly injured by falling debris. But a quick operation, several transfusions pulled her through. She thanks you for her life.

Three grateful people say:
"We're **HERE ...**
because you were **THERE !**"

Each one of these people is alive today because someone gave blood.

If you've given blood before, you know how easy it is—how quick and painless. And you know what a wonderful feeling it is when you realize that what you've done may give another person his life.

Now you are asked to give blood . . . again and again. And you can do it safely every 3 months.

Because America's need for blood has increased enormously—for our armed forces, for accident and disaster victims at home, for new disease-fighting serums.

Many a life hangs in the balance! Will you help? Call your Red Cross, Armed Forces or Community Blood Donor Center today!

BUSINESS EXECUTIVES CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- | | |
|---|--|
| <input type="radio"/> HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS? | <input type="radio"/> HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM? |
| <input type="radio"/> HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS? | <input type="radio"/> HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION? |
| <input type="radio"/> DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY? | <input type="radio"/> WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE? |
| <input type="radio"/> HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS? | <input type="radio"/> HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY? |
| <input type="radio"/> HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS? | |

Remember, as long as a single pint of blood may mean the difference between life and death for any American . . . the need for blood is **urgent!**



NATIONAL BLOOD PROGRAM

GIVE BLOOD

...give it again and again



**Be Sure . . . Demand
UNILECTRIC Wiring Systems
in the products you sell**

For over 10 years UNILECTRIC has been "Wiring Headquarters" for the nation's electrical industry. Over 130 leading manufacturers of refrigeration and other electrical appliances protect their products with UNILECTRIC Wiring Systems. Be sure of dependable performance in the products you sell by demanding UNILECTRIC Wiring Systems.

**There is only ONE
Standard of Quality at
UNILECTRIC**

This intricate wiring harness for a jet auto pilot must meet the most rigid specifications. A pilot's life and perhaps a major battle depend on it.



The same workmanship . . . the same standards of quality protect your product wiring and your product's reputation for dependability.



Today millions of UNILECTRIC Wiring Systems protect the performance of over 190 brands of appliances.

**BE SURE
Make the
UNILECTRIC
Quality
Standard
YOUR Standard**



MEAL is placed in oven by blind homekeeper under watchful eye of home service representative Rosa Lee Armstrong during special course for the blind by Carolina Power & Light.

Appliances For the Blind

Carolina Power & Light uses the electric range and automatic appliances to lighten the homemaking chores of the blind

Six blind homekeepers in Raleigh, North Carolina, can prepare and cook their own meals now, thanks to the electric range and Carolina Power and Light Co.

The discovery that blind homemakers were unable to adequately prepare their own meals was made by CP&L's home service representative Rosa Lee Armstrong during a service call on a blind housewife and her minister husband (who is also blind). Mrs. Armstrong decided that something should and could be done about the situation. Talks with Mrs. Marguerite Surles, CP&L home service director, and Mrs. Doris Eason, a blind caseworker for the county welfare department, brought about the initiation of two separate cooking classes for the blind in March.

The two classes, with three blind women students in each, met on alternate weeks. They used the demonstration kitchen made available through Ray Marple, manager of the Raleigh General Electric Supply Co. Both the utility firm and the Raleigh Lions Club shared in the cost of food used by the classes.

The classes were organized into six different lessons on the use of the electric range, with extra activity on the use of the electric dishwasher, garbage disposer and other appliances. Use of the refrigerator for making salads and for freezing foods was also included in the course.

Use of the electric range, it was found, was relatively simple for the blind, especially those equipped with push button controls as used in the demonstration kitchen. The automatic timers, however, were of limited value because of the glass enclosure.

Mrs. Armstrong points out that

appliances today are naturally made for sighted persons and therefore do not provide the same convenience, safety and pleasure for the blind that others can enjoy.

"The blind," says Mrs. Armstrong, "need appliances especially designed for them. As far as I have been able to determine, there are none on the market. Doubtless there are thousands of blind men and women in the United States who would benefit from a special line of appliances. I believe only a few minor changes in dials, switches and automatic features on

existing designs would solve the problem."

A manufacturer willing to overlook the limited market could perform a humanitarian service by designing or modifying a range and other appliances to make it easier for the sightless to prepare food and keep house, Mrs. Armstrong believes.

Evidence of the avenues opened by the electrical range and its use in Raleigh is the fact that one member of the cooking class had never eaten a baked potato until her group cooked one as part of the class procedure.

Second Bankruptcy

Another of Washington's appliance chains, Lacy's, Inc., has filed bankruptcy papers in district court. This is the second such bankruptcy within a period of four months—the first was Phillips' Television and Appliances, Inc., which closed its four stores and warehouse on June 20.

Lacy's chief counsel, Walter N. Tobriner, cited "severe uncertainty in Washington over the past months due to the government job situation" as one of the several factors that caused Lacy's difficulties. But this outfit, like Phillips, can lay most of its trouble to too relaxed credit. The theme has been from the beginning—"No down payment and take as long as you like to pay."

Tobriner reported that the chain has been swamped with the necessity of buying back hundreds of thousands of dollars worth of repossessions that could be resold only at a large loss. This drained the company of operating capital—particularly at a time when the TV and appliance picture has been slow in the Washington area.

The petition listed 172 creditors with a total liability of \$320,507. Also cited were 2,000 contingent service policies and warranty contracts.

Lacy's first store was established in the downtown section in November, 1945, and expanded rapidly with the growth of television.



WRITING recipes in Braille is supervised by instructor Rosa Lee Armstrong for two blind students at Carolina Power & Light's cooking course in Raleigh, N. C.

School Days

"The freezer is a new arrival in the appliance world—one that requires special selling treatment," believes W. J. Dickinson, sales training director for Amana freezers.

Reviewing his firm's sales training activities during the past 18 months, Dickinson announced recently that 840 sectional meetings had been conducted for 10,186 dealer salesmen. The program is being expanded, he said, because of "satisfactory results."

"Until two years ago, the bulk of freezers entering American homes were purchased rather than having been sold," Dickinson said. "Customers wanted a freezer and they did not need the salesmen to create in their minds the need for the appliance."

"But the situation is all changed today," says Dickinson. "Now, at only 14 percent saturation, freezer selling requires expert salesmanship."

Dickinson said that the Amana distributors who had made use of the services of the Amana sales training division had profited by it "in direct proportion to their participation."

Soap and Sales

Thor Corp. and Procter and Gamble are renewing their tie-in promotion featuring Thor washers and Tide soap, it was announced recently by Robert J. Runge, Thor advertising manager.

Thor dealers will offer a box of Tide to each woman who watches a demonstration of a Thor machine during the promotion. A large supply of the soap will be given to washer purchasers.

"The outstanding results we achieved last year demanded that we re-run the promotion," said Runge, citing an Atlanta store which upped store traffic 30 percent and increased

Thor sales from 17 washers a month to 42 a month during the 1952 promotion.

A Thor-Tide promotion kit will be supplied Thor dealers, Runge said. The washer promotion kit will contain wall posters, window streamers, newspaper mats and counter cards bearing the Thor name.

Utility Help

The prospect for an improved power supply situation in the next few years has led the Washington Water Power Co. to undertake its first sales promotion program in 10 years.

Announcement of the promotion program apparently ends the rumors that WWP was going to merchandise appliances. The utility will work closely with dealers. Training or WWP salesmen will be aimed at selling "up to the point of taking the actual order" for new appliances, at which moment the power company salesman must step aside and allow the dealer to take over. Adequate wiring will also be stressed.

President Kinsey W. Robinson announced the new promotional program in a letter to stockholders.

Soft Water Selling

National magazine advertising, creative-selling promotions and a dealer contest highlight the fall season sales campaign by Culligan Inc., manufacturer of water softeners.

The firm's 1,100 franchised dealers have been given full details of the fall campaign at the local level. This includes a complete kit of creative selling ideas, ad mats and direct mail pieces, reprints and rules of the contest which offers 12-expense-paid trips to Mexico for winning dealers.

Montana Meeting



ON HAND for a meeting of Montana and northern Wyoming dealers in Billings in late September were, left to right, Wallace Johnston, president of NARDA, Roy Westwood of Billings, a NARDA director, and Earle Knight, mayor. NARDA officials explained organization to dealers during the meeting.



Worth Its Weight in COLD®

Refrigerator Corporation

ANNOUNCES

**A COMPLETE LINE OF
ROOM AIR CONDITIONERS
FOR THE 1954 SEASON**

Its sensational features will make King the standout wherever Air Conditioners will be sold.

Investigate the King line before you buy. Its price makes it a certain profit builder for you.

THERE ARE A FEW DISTRIBUTOR TERRITORIES AVAILABLE

Inquire about our Private Label setup



Worth Its Weight in COLD®

Refrigerator Corporation

Manufacturers of
Refrigerators & Home Freezers
for more than two decades

76-02 Woodhaven Boulevard, Glendale 27, N.Y.

**SEND FOR
YOUR COPY
of the Brochure**

Soon to be released on the NEW



Mention Brochure No. C5
THE EMERSON ELECTRIC MFG. CO.

St. Louis 21, Missouri

AN INDUSTRY LEADER SINCE 1890

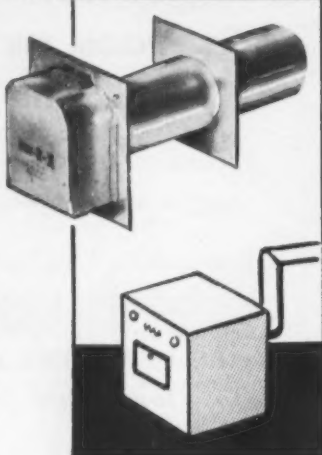
DRY-R-X Clothes Dryer Exhaust VENTS Help satisfy Dryer Customers

When your customer fears a fog

Your clothes dryer prospects have heard about moisture, heat and lint from their neighbors. They'll want assurance that they will not have this problem when you install their dryer, so...

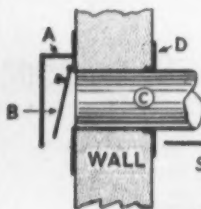
Sell and install DRY-R-X

The DRY-R-X exhaust unit is the simple and economical way to eliminate moisture, heat and lint produced by most makes of dryers. The DRY-R-X is made of non-rusting aluminum and the design is completely weather and insect proof. Ease of installation with the dryer or by the customer makes for a quick extra sale.



THE DRY-R-X KIT

The Dry-R-X kit contains (A) Weatherproof hood welded to 6" square mounting plate (B) Counter balanced automatic damper door (C) 12 inches of 3" starting pipe (D) Finishing plate for inside wall. Kit lists at about \$8.50.



See your supplier or write us stating make and model of dryers

DRY-R-X COMPANY

5525 Code Ave. • Minneapolis 10, Minnesota

NEW SALES SENSATION!



Port-A-Phone
the portable
WIRELESS intercom

every home,
farm, office, business
is already wired for Port-A-
Phone... each a live prospect
for volume sales... just plug in and

**talk and listen
WITHOUT WIRES**

SELL these low-saturation
markets:
★ FARMS
★ OFFICES, STORES,
★ BUSINESSES
★ INDUSTRY
★ HOMES
★ PUBLIC BUILDINGS

Low-priced for mass sales... Two
units, complete, ready to use...
suggested list price, only \$84.50
pair. Additional units \$42.25 each
(slightly higher west of the Rockies
and in the South)

Available at leading distributors everywhere.
Write for "hard-hitting" sales literature.
A few choice territories still available
for experienced representatives.

FEILER

ENGINEERING & MFG. CO.
8026 N. Mantecella Avenue • Skokie, Illinois
(Chicago suburb)

- ★ NO WIRES... NO INSTALLATION
- ★ JUST PLUG IN
- ★ DESIGNED TO BLEND with any furniture
- ★ COMPLETELY PORTABLE
- ★ WORKS ON STANDARD AC or DC CURRENT
- ★ ECONOMICAL TO USE

Ohio Housewares Show



SALES PITCH by Erv Lowenberg of Cory Corp. holds attention of Fred Remley and F. W. Vinvorhes of Patterson's, Findley, Ohio, during annual dealer meeting conducted in late September by Mansfield Housewares, Inc., Mansfield. Attendance of 350 dealers was best in show's history; 33 manufacturers participated

One in Five

One family in every five will buy a major appliance next year and industry sales of packaged air conditioning units will be \$100,000,000 greater than 1953, according to executives of Frigidaire.

Industry sales of types of major appliances Frigidaire makes could reach 11,750,000 units and over \$3,000,000,000 at retail by 1958, said L. A. Clark, assistant general sales manager. This would be an increase of 27 percent over 1953 and compares with 3,647,000 units and \$525,000,000 in pre-war 1940.

These predictions and others were made recently to dealers attending a retail sales conference in Dayton. Some 600 merchants who handle the Frigidaire line attended business sessions and toured Frigidaire's manufacturing facilities.

Harry J. Miller, appliance sales manager, reported that the industry's unit sales of appliances in 1953 are running about 17 percent ahead of last year. He forecast 1954 industry sales at approximately 9,140,000 units.

Sales of air conditioning and commercial products will reach \$930,000,000 in 1954, up 16 percent over this year, according to W. F. Switzer, refrigeration and air conditioning sales manager.

Comprehensive Kit

A local level merchandising kit containing a wide variety of tie-ins with Norge's million-dollar fall laundry equipment drive has been made available to the firm's dealers.

The giant kit contains 18 different items promoting Norge's "laundry maids"—automatic washer and dryer—according to David H. Kutner, director of advertising and public relations.



COMPETITIVE PITCHES: Robert Schaffer, vice-president of Dominion Electric listens to John Imhoff of Proctor explain the operation of the "pressur-mat"

In a Nutshell

A sales presentation booklet covering promotion plans for the fall and outlining sales features of Silex products has been offered by the firm to its distributor organization.

Designed for the distributor salesman's use, the presentation carries a "nutshell" sales story of "three-way" sales and profit opportunities with the Silex line at a minimum investment.

Included in the presentation is a description of the "popularity pack" assortment of single units of six coffee-maker models which permits the dealer to stock the full Silex line at a minimum investment. It is a package promotion, offering a dealer a profit of 44.5 percent.

The presentation offers the Silex dealer a complete replacement parts assortment including a cost-free permanent display board with storage compartment at a dealer investment of \$29.93.

Satisfying Your Demand

Here is the one truly revolutionary Television Table for any TV set regardless of size or weight. A rotating table extending on custom-made slides like the finest dining room table—with extension leaves furnished. In mahogany, limed oak or blonde. COMPETITIVELY PRICED FOR FULL PROFITS. All tables are packed individually. Shipped K.D. We invite your inquiries.



-also

new wrought iron extension television table



Model WXT 525
Model WXS 575 with shelf

Covered by U. S. Patent 161714.
Other patents pending.



Universal WOODCRAFTERS Inc.

The Nation's Leading Furniture Specialists to the Radio and Television Industry

of LA PORTE, Indiana

LOWEST COST QUALITY STAIR-ROLLER TRUCK

Dutro APPLIANCE TRUCK

\$49.⁵⁰



Model 764

with 15 ft. strap, cinching ratchet, endless belt stair roller

Welded tubular construction. Channel iron skids reduce wear and tear. Handholds where you need them. Barrel shaped cross bars for round or square appliances. Tailgate notch for safety. Face of truck covered with durable grey non-marring rubber—form fitted for protection of load. In use for over 8 years.

Write for literature and name of nearest jobber

Dutro Company
3110 Adeline - Oakland, Calif.
JOBBER INQUIRIES INVITED
ATTRACTIVE FREIGHT ALLOWANCES

TV DEALERS... Protect Your Mark-up!

ORDER THE ALL-NEW 1954 TV BLUE BOOK NOW!



Don't lose profits on trade-ins. Show them the BLUE BOOK value. It gives you room to trade up and still make a FAIR PROFIT. Use the BLUE BOOK on all your trade-in sales. The "Look At The Market & How To Sell Trade-Ins" makes it an even more valuable SALES TOOL.

GET A COPY FOR EACH SALESMAN

Single copy, \$5
2-5 copies @ \$3.50 each

NATIONAL APPLIANCE TRADE-IN GUIDE COMPANY

DEPT. M — 2132 FORDE AVENUE
MADISON 1, WISCONSIN

Send () copies of the 1954 TV BLUE BOOK at \$ each.

Name

Address

City Zone State

Enclosed is () check () money order

Heater Happy



MERCHANDISING promotion kit designed to push sales of new Vectaire heaters is demonstrated by R. M. Fiandt, manager of the Federal Products Division of the Federal Malleable Co. The kit was developed after a meeting of sales representatives and advertising agency personnel.

A Look Ahead

"We are confident that business will remain good for a long, long time—in fact, as far as we can see."

Those are the words of H. Ward Zimmer, president of Sylvania Electric Products Inc., who addressed 400 businessmen and officials at a community dinner commemorating the cornerstone-laying of Sylvania's new television set plant under construction at Batavia, N. Y.

"There cannot help but be readjustments," said Zimmer, but from the standpoint of the economy as a whole, these variations should be welcomed. "They actually are indications of a levelling out of business activity—a merging of the peaks and valleys into a plateau which will represent a far more stable and healthier level of business," he said.

Biggest of All

The Refrigeration and Air Conditioning Exposition in Cleveland November 9-12 will be the "greatest the industry has ever had," with more than 5,000 models and parts on display, it has been announced.

A total of 225 companies will show products at the exhibition, which has been completely sold out, according to the Refrigeration Equipment Manufacturers Association.

Marketing Briefs

● Top-selling dealers in a General Electric water heater sales campaign will be awarded all-expense-paid trips to Chicago November 17-19. The winning dealers in the nine-week sales performance contest will be designed "Fire Chiefs."

● Raytheon's new sales training movie, "Nothing to Argue About," is being shown to retail dealers and sales personnel during open-house meetings presenting the 1954 TV line.

● The Sylvania Television Home Viewer's Official 1953 Football Guide is being distributed through the firm's dealer network. Schedules and team rosters of all televised games are included in the 52-page booklet.

● Nearly \$19,000 in automobiles and television sets will be awarded to winners of a sales contest conducted by Stewart-Warner Electric. Winners of the contest, which ended October 15, will be brought to Chicago to receive awards early this month.

● Bendix television and its distributors are cooperating on a "Know Your Factory" program for salesmen. Groups of salesmen visit the Bendix television manufacturing facilities at Baltimore for plant tours, entertainment, and sales meetings.

They Came for Hi-Fi

Most of the 21,000 persons who visited the International Sight and Sound Exposition in Chicago in September were interested in high fidelity.

That's evidenced in a survey by Prof. Aari Lahti of the University of Michigan. According to Lahti, 71 percent of those who replied to his questionnaire (distributed at the show) were most interested in high fidelity. Over two-thirds of those who answered classified themselves as hi-fi enthusiasts rather than as merely "interested" in the subject.

Advance interest in the show was indicated by the fact that 40.8 percent named one or more specific brands they came to see.

See The New 1954

VOSS Washers

FEATURING AMAZING "TOP-SUDS" WASHING

Show your customers what a difference the Floating Agitator makes. Rinses the dirt out as it washes. Clothes wash in the clean top suds. Dirt sinks to the bottom. Get complete details. Write.



VOSS WASHER CO.
KELLOGG, IOWA

Shown above new streamlined
Model 33 Washer

WE CAN FURNISH A COMPLETE LINE OF
REPAIR PARTS FOR VOSS WASHERS

They all scream for this
**Ice Cream
FREEZER!**



Here's why:

Customers everywhere are clamoring for this sensational new home ice cream freezer. And no wonder! This marvel...

- Makes delicious ice cream automatically.
- No salt! No ice! No mess! No cranking!
- Works in any electric refrigerator.

Compact, portable metal case is easy to clean.

For your share of profits, call your distributor or write us for full information today!

Makes 9-12 Servings (1½ quarts)

\$19.95 RETAIL
Fed. Tax
Included

Nationally Advertised!

ENTERPRISE
home aid
ICE CREAM FREEZER



The ENTERPRISE MFG. CO. of PA. 3rd & Dauphin Sts.
Philadelphia 33, Pa.

Sugar Bowl Bound

Servel, Inc., is offering a variety of prizes to distributor personnel who record the highest volume of sales and deliveries of Servel gas and electric water heaters to dealers.

"Sugar Bowl Bound," is the title of the contest announced by Emil Nensel, sales manager of the Servel water heater division. A similar contest has been set up for other Servel divisions.

Ten winners and their wives will be given an all-expense-paid trip to New Orleans over the New Year weekend.

Broader Lines

Olympic Radio & Television Inc. may soon begin marketing "allied products through the present channels of distribution".

In a six-month report to stockholders, president Morris Sobin said that the addition of new merchandise was being considered to "broaden the scope of Olympic sales operations during the spring and summer months when television sales normally decline." If plans materialize, the new products would be added "starting with the 1954 season."

Window Displays

Three monthly packaged promotions in the store—each with a different theme—have been added as supplements to Motorola's promotion for the fall season.

September was "Silver Jubilee Month" commemorating the firm's founding date, September 25, 1928. Elaborate window and counter displays highlighted the event.

For October, comic characters Dick Tracy, Popeye, and Little Orphan Annie were enlisted to promote

Motorola's "Fun Month" campaign. Streamers urged children to come into the store accompanied by their parents, to receive free comic books, masks and costumes.

The final 60-day period beginning this month is "gift month" with Christmas the central theme. Window trims show a typical family of four gathered around a silver Christmas tree.

Promotion Briefs

● Du Mont's new TV receiver promotion campaign involves full-page newspaper advertisements, consumer magazine and trade journal advertising, and television announcements.

● A \$30,000 autumn sales contest is being sponsored by Norge as a tie-in with the firm's intensive consumer promotion plans. A total of 200 cash awards will be made to distributor salesmen.

● Perfection Stove Co.'s fall heater advertising makes use of national consumer magazines having a combined circulation of 19,052,227. Theme of the campaign is beauty and style, which matches Perfection heaters with other up-to-date home furnishings.

● Colorful kits aimed at gift trade are being marketed by the Shetland Co. to promote its line of floor polishers. The kit, known as the Storachest, contains a variety of articles useful around the home, and may be used for permanent storage.

● Two Midwestern women have been announced as winners of the nationwide Dulane Fryryte contest. They were flown to Hollywood and appeared on the radio show, "Truth or Consequences," where they were announced as winners.

Firefly Fancier



TESTING LIGHT OUTPUT of fireflies is undertaken by General Electric lamp development researcher Edward S. Steeb, Jr. G-E does not plan to fill lamp bulbs with fireflies as a new light source for the homes of America, but tests their light output for comparison with tiny NE-2 glow lamps. G-E finds fireflies are not very bright, it would take 140,000 of them to equal light output of a 60-watt bulb.

IDEA DIGEST



A SIGN unusual enough to draw peoples attention to its message is constantly being sought for by retail dealers. McKinney's Appliance Store, Des Moines, Iowa, erected an effective one in the form of a reproduction of one of the firm's trucks, faced it in the direction of the store, found that it did its job well.



EYE LEVEL convenience is net result of promotional aid offered by O. C. Williams of Taylor Electric Co., Milwaukee. Taylor had a local firm make up metal stands which raise Hamilton dryers to finger tip level, sells it in combination with the dryer at \$14.95. It's moving merchandise.



THROW RUGS are an unlikely commodity to find in the average appliance store, but Amidore Hauff of the Anoke Radio and Appliance Store, Anoke, Minn., has found that customers like to use them as covers on easily scratched television tops. So he now offers them as a free closer to purchasers of sets.



SIDEWALK DEMONSTRATION was the attraction at Chertok Furniture Co., Coatesville, Pa., during a recent Universal Jet 99 promotion. Promotion started with bombing of Coatesville with coupon filled balloons which entitled finder to free Chest-A-Seat with every purchase of vacuum cleaner.

GLUTTONS for PUNISHMENT

CORNISH

Cords and Cord Sets

RUBBER...
PLASTIC...
NEOPRENE...



CORD SETS

for every possible need. Widely used as standard by foremost manufacturers. For particularly exacting uses, specify COROPRENE, the neoprene jacketed cord.

FLEXIBLE CORDS

On smart metal spools, in convenient lengths for brisk and profitable footage business



CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N. Y.

DISTRIBUTOR NEWS

Reinhard Brothers Co.

Announcement has been made of the acquisition of a new suburban location for upper midwest distributor, Reinhard Brothers Co. The 51 year old firm will locate in St. Louis Park, Minnesota, a suburb of Minneapolis. Plans include construction of a new building to house the firm's entire Minneapolis headquarters operation, which will cost over \$700,000. The new structure will offer over 110,000 square feet of floor space including complete warehousing, office and display rooms, an employee cafeteria and convenient parking facilities.

Graybar Electric Co., Inc.

Graybar has announced the opening of the 112th location in its nationwide distribution system. The new offices are located in San Bernardino, California, and will be supervised by manager J. H. Gregerson, and R. P. Sager, operating manager.

Additional appointments are those of two new managers of appliance promotion. John J. O'Keefe has been appointed manager of appliance promotion in Richmond; while E. B. Flaherty takes over a like post in Detroit. Other recent appointees are J. M. Ferguson as manager and R. J. Nelson as operating manager of the Davenport branch, and N. F. Clark, A. C. Goodwin and E. J. Grady, Jr., as operating managers at Buffalo, Syracuse, and West Hartford, Conn., respectively.

Stuart F. Loucheim Co.

Philadelphia distributor, Stuart F. Loucheim has announced sponsorship

Hawaii Bound



SOUTH PACIFIC bound is salesman Phil Giar, center, of Bruno-New York, winner of two all expense trips to Hawaii in American Kitchens "Treasure Island" contest. Here Giar receives the traditional lei of congratulations from Mack Johns, Jr., American Kitchens eastern division sales manager. Joseph J. Riley, American Kitchens sales manager for Bruno, left, won the \$250 first award. Irving Sarnoff, executive vice president, and Jerome Harris, president of Bruno look on at right.

of the entire schedule of Notre Dame football games over local station WPEN. The distributor will invite listeners to stop in at their local Zenith dealers and submit their idea on the games score, by quarters. Winners will receive a Zenith portable.

Gerald O. Kaye and Associates

The designation of Gerald O. Kaye and Associates as New York metropolitan distributors for Crosley and Bendix home appliances has been announced. Gerald O. Kaye, former vice president in charge of sales for Bruno-New York, Inc., is president of the new organization. Other officers include Samuel Brechner, executive vice president and general sales manager; Milton Brown, vice president in charge of merchandising and advertising; and Arnold Cohan, secretary. The new firm will function as an independent distributorship, replacing the New York branch of the Crosley Distributing Division of Avco Distributing Corporation.

The Sampson Co.

William A. Costello has been appointed advertising and sales promotion director of Chicago distributor, The Sampson Company. Howard L. Rosenthal has been named as his assistant in the organization.

Simon Distributing Co.

Washington, D. C.'s, Simon Distributing Company has announced the signing of a franchise agreement with the Hoover Company for the exclusive distribution of their special products in the area.

The MASTER Line OF HOME HAIR DRYERS

HAS EVERYTHING



7.95
List Price

THRIFTEE

for volume sales.

Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.

List Price (with chrome stand) \$7.95



SUNNY

Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand) \$14.95



UTILITY

Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid finish. Long trouble-free performance. AC or DC. List Price \$17.95



GENERAL

Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price with chrome stand) . . . \$19.95



ADMIRAL

Tops in both beauty and performance. Acclaimed best on the market by thousands of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand) \$21.95

All Master hair dryers exclusively equipped with famous PLASTURED blower wheels. Also mfrs. of the NAMCO HEAT GUN. See your distributor or write . . .



Master APPLIANCE MFG. CO.
RACINE WISCONSIN

Crosley Distributing Division

Appointment of Donald S. Smith as branch manager of the Crosley Distributing Division, Atlanta, Georgia, branch, has been announced. Prior to assuming his new post Smith had been acting branch manager, and before that sales manager for air conditioning.

CBS-Distributors, Inc.

Martin L. Scher has been named general manager of CBS-Distributors, Inc. Prior to taking over his new post Scher had been vice president and general manager of I. T. & T. Distributing Corporation, New York. He will make his headquarters in the newly enlarged offices of the company in Long Island City, N. Y.

Kenrow-Georgia, Inc.

Two Atlanta firms, Kenrow, Inc., and Georgia Distributors, have announced a merger of their operations. New name of the firm will be Kenrow-Georgia, Inc. Vance C. Woodcox is president of the new company, and Harry Hurt and W. F. Manus are vice presidents. Company headquarters will remain in Atlanta, Georgia.

W. H. Lassiter Sales Co.

Allen N. McCarty, formerly general manager of the DuVal Distributing Corporation has joined the W. H. Lassiter Sales Co., Richmond, Va., as a partner in the business.

Allen B. DuMont Labs, Inc.

Philip P. Geth has been promoted to the position of manager of the DuMont New York Factory Distributorship. Geth succeeds Sam Brechner in the post.

Crown for Coronation



PRIZES for winners in Sparton's coronation window display contest were awarded last month to successful contestants with the top honors (\$500) going to Newman Mercantile Co., of Enid, Okla. Awarding the prize and the crown of victory to C. E. Batchelor, center, Newman display director, is Robert W. Lenski, assistant ad manager for Sparton. At right is district merchandiser Don Carr of Wichita. Mr. Batchelor is holding photo of winning display.

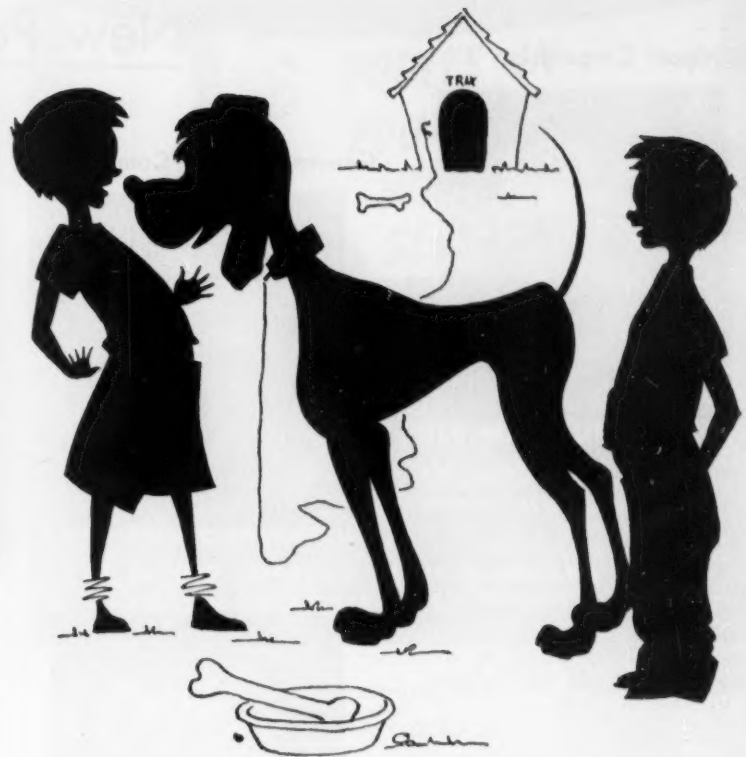
Named President



FRANTZ KELLER, Syracuse, N. Y., has been elected president of the Rich Plan Co., Ltd., Dallas, Tex., a firm which pioneered food-freezer plans. Keller formerly was treasurer of Carrier Corp.

Westinghouse Electric Corp.

Anticipating the need for trained sales personnel to move goods when its new consumer product plants reach top production, Westinghouse has recently launched an aggressive training program aimed at the distributor level. The first class consisting of twenty-five distributor sales students met recently in Mansfield, Ohio, where an eight week factory school program designed to train them in all phases of consumer product selling was opened. Later, students will move to other company plants to study particular appliances.



"What kind of a dog is it?"

The boy can tell you what kind of a dog he has, but can you tell prospects about your products—what they are made of? If you can, sales will come easier and faster. Here's what you can tell your customers when parts of your appliances are made of Armco Special-Purpose Steels:

ARMCO STAINLESS STEEL

It's solid metal—a steel made rust-resistant through the addition of chromium. It is always a better buy in the long run than plated material. Stainless steel is easy to clean and keep clean, exceptionally durable and highly resistant to corrosion and heat.

ARMCO ENAMELING IRON

The "World's Standard" base for porcelain enamel. The hard glass-like finish is made of minerals bonded to the metal at a red heat of 1550 degrees F. Unlike baked-on finishes, porcelain enamel is not damaged by heat. Even forgotten cigarettes won't harm its hard glossy surface.

Most porcelain enamel finishes today are acid-resisting too.

ARMCO ALUMINIZED* STEEL

This special steel is coated with molten aluminum by a hot-dip process. It is used in baffle plates and combustion chambers of home heaters, for element holders and heat reflectors in electric ranges, and many other inside parts of toasters, heaters and ranges. Its high reflectivity increases heating efficiency; it has good resistance to a combination of corrosion and heat.

Keep these selling points in mind. They will help you sell appliances that have parts made of Armco Special-Purpose Steels. And you'll gain the good will of buyers too.

® U. S. PATENT OFFICE

ARMCO STEEL CORPORATION
4783 CURTIS STREET, MIDDLETOWN, OHIO
EXPORT: THE ARMCO INTERNATIONAL CORPORATION



New Positions

Whirlpool Corporation



JACK SULLIVAN

Jack Sullivan has been appointed sales promotion manager of the dryer and ironer divisions of the Whirlpool Corporation. Prior to assuming his new title Sullivan had been laundry equipment sales promotion manager for Bendix Home Appliances. An additional appointee is Harry M. Kane, named as a field sales representative.

Apex Rotarex Corp.



HAROLD P. BULL

Appointment of Harold P. Bull as general sales manager of Apex Rotarex Corporation, a division of Apex Electrical Manufacturing Co. has been announced. Bull comes to his new post after having served as field sales manager of the Bendix Home Laundry Appliance Division, Avco Manufacturing Corp. Other recent appointments include two district sales managers in the vacuum cleaner division; A. T. Nye, in St. Louis, and J. A. Keim, Capistrano Beach, California.

Servel, Inc.

Four new regional appliance sales managers have been named. They are: J. R. Lumpkin, Miami; Frank D. O'Sullivan, Philadelphia; Early Cunningham, Albany; and C. Sidney Johnston, Jr., Milwaukee.

Republic Steel Kitchens

Russell E. Crockett has been named manager of dealer development with the company. Crockett had previously been associated with Marshall-Wells Company, major Republic Steel Kitchen distributor.

General Electric Company



J. F. STARK



J. K. RYAN

In a reshuffling of responsibility a division of authority within the electric housewares department of the company has been announced. J. F. Stark, present sales manager for the department, has been made sales manager for electric irons and mixers, while A. H. Heitzler, formerly sales manager of the clock department assumes sales management for toasters, grills and coffeemakers. D. H. Edwards, has



D. H. EDWARDS



A. H. HEITZLER

been named to fill Heitzler's post as sales manager of clocks.

An additional executive appointment is that of J. K. Ryan to the post of manager of marketing administration for the radio and television department in Syracuse, N. Y.

Donald L. Clark has been appointed manager of marketing research for the company's radio and television department in Syracuse.

Emerson Radio & Phonograph Corp.



S. W. GROSS

S. W. Gross has been named vice president in charge of sales, returning to the corporation after an absence of nine years. David J. Hopkins continues as director of sales and advertising.

White Sewing Machine Company, Inc.



DODGE E. BARNUM

Dodge E. Barnum, a vice-president, has been elevated to the post of general sales manager. Barnum continues as president of the subsidiary Domestic Sewing Machine Co.

Westinghouse Corporation



ALLEN N. WHITE, JR.

Allen N. White, Jr., has been appointed sales promotion manager of the Westinghouse television-radio division, headquartered in Metuchen, N. J. An additional appointment is that of A. M. Fisher of Chicago who becomes mid-America regional manager for the corporation.

Deepfreeze Appliance Div., Motor Products Corp.



JOHN FELLMANN

John Fellmann has been promoted from manager of field sales to manager of appliance sales, a new post in the sales department of Deepfreeze. Succeeding him as manager of field sales is L. R. Walker, formerly southern regional sales manager for Avco Corporation. Other recent appointments include the following to regional sales manager positions: P. R. Lowcher, eastern; G. A. Schlosser, Jr., central; J. P. Strange, southern; and R. F. Harnish, western.

Mullins Manufacturing Corp.

Paul N. Miller has been appointed as regional manager for the firm in Texas, E. T. Butler as zone builder manager for the southeastern states, and D. R. Boehm, Jr., as zone builder manager in the south central area.

American Kitchens Div., Avco Manufacturing Corp.

Clarence Page, former parts supervisor of the service department, has been promoted to the position of assistant product service and installation manager.

V-M Corporation



E. L. BISHOP

E. L. Bishop has been appointed as general sales manager of the corporation. Bishop comes to V-M after serving as sales manager of an independent Chicago export firm.

Hoover Company



H. W. HOOVER, JR.

H. W. Hoover, Jr., has been elected by the company's board of directors to succeed John F. Hattersley as president upon the latter's resignation, effective January 1, 1954.

O. A. Sutton Corp.



FRED RICKETTS

Fred Ricketts has joined the corporation as sales promotion manager, while Robert C. Tanner will take over as a sales promotion representative.

Palley Manufacturing Co.



WILLIAM L. KLINKENSTEIN

William L. Klinkenstein has been elected to the newly established post of vice president in charge of sales according to a recent announcement.

CBS-Columbia, Inc.



HARRY SCHECTER

Harry Schechter has been named vice president in charge of sales for CBS-Columbia. Schechter had previously served as general manager of CBS-Columbia Distributors, Inc., the New York factory distributing branch. In an additional appointment Mort Barron has been promoted to the post of advertising operations manager for the company.

Trav-Ler Radio

Announcement has been made of the appointment of nine regional sales representatives. John Schwaryk, Syracuse; Jerry Kaufman, Pittsburgh; Ben Osco, Atlanta; Homer Frank, Fort Lauderdale; Bill Goodman, Norfolk; Ed Byrne, Dallas; James Gray, Denver; Phil Torrey, Omaha; and Les Brickman, Kansas City, Mo.

Perfection Stove Co.

H. C. Erhard has been appointed sales manager of the company's Jersey City, N. J., sales district. His predecessor, W. B. Gataings, moves to Cleveland, to become assistant to the appliance division sales manager. New manager of the contract sales department is H. E. Thomas.

Gibson Refrigerator Co.

George B. Nelson has been appointed as a divisional manager with a sales area comprised of sections of Tennessee, Alabama, Louisiana, and Arkansas.



3 POINTS IN YOUR FAVOR WHEN YOU SELL SHETLAND




1. FAIR TRADE means FULL MARK UP
2. UNEQUALLED QUALITY with TWO FULL YEARS' GUARANTEE means MORE SATISFIED CUSTOMERS
3. FLOOR DISPLAY MERCHANDISER means EASIER SALES & BIGGER PROFITS

There's a big market for electric floor polishers but a far bigger one for a complete floor & rug conditioner

Shetland

TWIN-BRUSH ELECTRIC

SCRUBBER • POLISHER RUG CLEANER

It's what every Housewife wants because it takes care of BOTH FLOORS & RUGS. Scrubs, Waxes & Polishes Floors — Buffs Floors, tables, counters, etc., — Steel wools. Then . . . with the exclusive RUG CLEANER attachment it goes to work on rugs too.

Every Shetland customer becomes a Shetland salesman. When friends remark about floors and rugs, she will be proud to bring it out and demonstrate it right in her own home. Watch the customers come in for SHETLANDS.

Ask your jobber or write us for details

\$49.95^{UP}
Fed. Tax Inc.



NATIONALLY ADVERTISED

HERE'S ANOTHER AID TO
BIGGER SALES



\$29.95

The Shetland All-Purpose Electric Floor Scrubber-Polisher & Family Workaid now comes packed in a COLORFUL GIFT BOX — so strong it can be used for storage of unit and accessories afterwards. Scrubs floors, waxes and polishes them. Buffs Furniture, Shines Cars, Sands & Drills.

THE SHETLAND COMPANY • Lynn, Mass.

ARMSTRONG

BIRCH GAS LOGS

Very attractive and practical. Model LB-24 Logs are so "birch-like" that it's almost impossible to tell them from genuine logs. They sell on sight for around \$38.00 retail.

AGA approved for all gases. 24,000 BTU. Bar steel assembly, cast iron burner, brass valve. Size 24" wide, 11" deep, 17" high.

Model L-24 Logs, same as above but in "oak."

ORDER FROM YOUR JOBBER or write for literature on full line of Electric and Gas Heaters, Ironers, etc.



BIRCH LOGS make an Ideal Christmas Gift!

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products since 1899

Dept. EM, Huntington 12, W. Va.

WHEN IT'S AN **ARMSTRONG** DEPEND ON IT! IT'S THE BEST OF ITS KIND

COMPLETE KITS FOR HOME HAIRCUTS



by **WAHL**
World's Largest Manufacturers of ELECTRIC HAIR CLIPPERS!

FULL PROFESSIONAL QUALITY

- ELECTRIC HAIR CLIPPERS
- PORTABLE HAIR DRYERS
- POWERFUL VIBRATORS
- COMBS • SHEARS

FREE FOLDERS

"How to Cut Hair at Home" FREE DISPLAY AND MATS

The WAHL line of Home Hair Cutting products offers exceptional profit possibilities. Complete kits, individual clippers or other products.

All high quality but low priced professional type equipment. Send for full details... no obligation.

WRITE FOR DETAILS

Please send full details on your line of Home Hair cutting clippers and other products.

Name _____
Address _____
City _____ State _____

WAHL CLIPPER CORP. Sterling, Ill.

CLEAR TV PICTURE

119 MILES FROM STATION



WITH A **WINPOWER** TV TOWER

Permanent, one-man tower erection—fewer guy wires—no special tools. Offer better reception at lowest cost—eliminate mounting troubles and service calls.



WRITE FOR PROFITABLE DEALER PLAN **WINPOWER** NEWTON IOWA U.S.A.

Arvin Industries, Inc.



ELMER C. JORGENSEN

Elmer C. Jorgensen has assumed duties as merchandising manager of the company's radio-TV division. Jorgensen fills a vacancy in the headquarters staff created by the advancement of Paul W. Tanner to the post of general sales manager.

Capehart-Farnsworth Company



RAY C. BREWSTER

Ray C. Brewster has been named assistant to the president, and assumes the administration of the company's commercial activities. In another executive appointment Clifford J. Wood has been named manager of the market research department.

Allen B. Du Mont Labs, Inc.



WILLIAM H. KELLEY

William H. Kelley has been named vice-president in charge of marketing for Du Mont effective January 1. He was formerly with Motorola.

Finders Manufacturing Co.

Lee Fox has been appointed as a sales representative for the company in Indiana, Kentucky and Tennessee, while Irwin Axelrod takes on a like position in five midwestern states.

Amana Refrigeration, Inc.

Announcement has been made of the appointment of Harry G. Hanaway as district sales training representative in the firm's northeastern and eastern territories.

Thor Corporation

Announcement has been made of the appointment of J. R. Watt as a member of the company's building contractor division.

Delco Diagram



"EXPLODED RADIO," containing actual parts of a Delco radio diagrammed as training aid, is demonstrated by Sam W. Archer, left, service manager for Delco Radio. The diagrams show how radios operate in their normal cases, and are used in Delco's training programs for its new training centers. Looking on are Virgil A. Wilton, center, general manager of the Radio Electronic Supply Co., Detroit, and T. O. Harrington, United Motors Service district manager.

SALES HELPS

Aids to Mr. S. Claus



PROFESSIONALLY installed window displays entailing no cost to the dealer are Admiral's Christmas presents to its outlets. The company offers a choice of three free window displays, varying in size, and number of Admiral products required, with professional installation throughout the United States by Window Advertising, Inc. All displays are built around a central fireplace theme, and are available for installation during November 9th to 25th.

Million a Month

Whirlpool Corp. has completed two of three mailings of eight-page tabloid rotogravure consumer pieces as part of a cooperative dealer direct mail campaign.

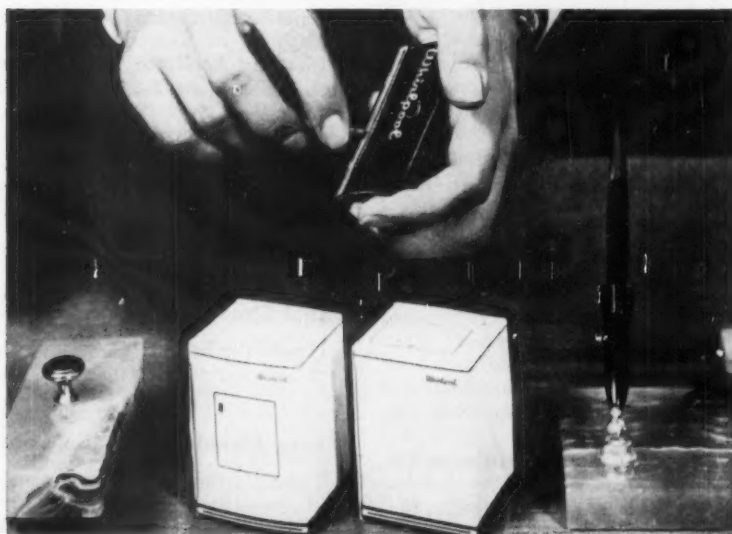
The campaign was first announced on July 22 when 1,000 sales portfolios outlining the program were sent to 70 distributors for use by salesmen in contacting retail dealers. A preliminary survey among key dealers had indicated mailings would exceed 500,000 pieces monthly, but this figure has been revised to over a million.

More than 1,500 dealers are participating in the campaign, according to Jack D. Sparks, sales promotion and advertising manager. Orders ranged from 300 to 10,000 individual pieces.

It is the largest campaign of its kind ever undertaken by Whirlpool Corp., according to Sparks.



THREE-D for the Thermador dealer is incorporated in a new point of purchase display. With a flick of the finger prospective customers can view actual kitchen installations of the company's product. Full color Kodachrome film, and the realism of 3-Dimension put the viewer in the center of the scene being viewed.

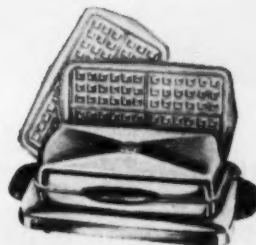


A **NOVEL** consumer sales promotional give-away consisting of eight match books packaged in cardboard replicas of Whirlpool's automatic washer and dryer have been made available on a cooperative basis to dealers and distributors.

3 TOP VALUES!

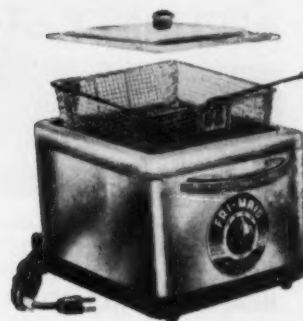
Son-Chief is made to sell fast to many! It's the line that looks good . . . is good . . . and wears a mighty appealing price tag!

MAGIC MAID POP-UP TOASTER



SPEED-MASTER WAFFLE-GRILL

FRI-MAID Super Size DEEP FRYER



BACKED BY 40 YEARS OF MANUFACTURING "KNOW-HOW"

SON-CHIEF *Electrics, Inc.* WINSTED, CONN.

In Canada: SON-CHIEF ELECTRONICS, 64 Wellington St. W. Toronto

Clip this Advertisement, Attach To Letterhead and Mail!

FREE!

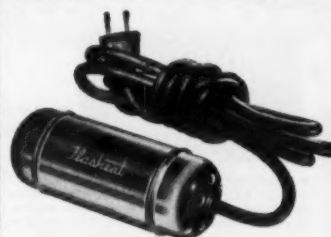


New Haven Quilt & Pad Co. 1953 Catalogue

All famous **DREADNAUGHT** products that will help you to protect your deliveries from damages; reduce delivery costs; make deliveries easier. Catalogue includes padded appliance covers, furniture pads and covers, movers and warehouse accessories. Write for **FREE** copy today.

**NEW HAVEN QUILT
& PAD CO., INC.**

(Dept. E 753)
80-86 Franklin St., New Haven, Conn.



HOT WATER FAST

With



America's Favorite

Electric Water Heater

Just put Flasheat in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time. 7-foot rubberized cord. Bright chrome finish. Attractively packaged.

Has many uses: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc.

Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST

DISTRIBUTED THROUGH JOBBERS ONLY

Write for Literature

G. L. ELECTRIC CO.
20725 Harper Detroit 36, Mich.

*Everybody
Loves a
Champ!*



You can be
"CHAMP" in the
APPLIANCE STORE field

**Win A
Brand Name Retailer-of-the-Year Award**

Write for Full Information and your Free Copy of the
Booklet, "DIVIDENDS FROM BRAND SELLING."

BRAND NAMES FOUNDATION, INCORPORATED
37 West 57th Street, New York 19, N. Y.
A non-profit, educational organization

A REAL MONEY MAKER!



**PRESS
It's
Closed!**

**PRESS
It's
Open!**

**NEW
RETRACTABLE
PEN**

- BANKERS APPROVED
- INK DRIES INSTANTLY
- WON'T SMEAR
- WON'T LEAK
- BEAUTIFULLY DESIGNED WITH GILT FINISH TOP
- REFILLS AVAILABLE

Your message imprinted up
to four lines. Write now
for quotations.

\$3.50

per dozen
PREPAID

Write: Dept. EM11

RAINBOW PEN COMPANY

487 Broadway New York 13, N. Y.

Get what you WANT

in **MODERN
Water Softeners**

Complete Line
Top Performance
Profits

It's MODERN today—for softeners that SELL!
Because MODERN gives you... a complete line,
finest quality materials and construction, exclusive
features, dependable performance, profitable
prices. Check MODERN—and see!

- Complete line—automatic electric, single control, brine tank, and dry salt models.
- Domestic sizes from 30,000 to 100,000 grains capacity. Commercial sizes to 1,000,000 grains.
- Triple-duty minerals—to soften, remove iron, filter out sediment.
- Extra heavy gauge steel tanks, electrically welded and hot dip galvanized inside and out.
- Attractive, clean-lined designs—handsomely finished in white baked enamel.
- Liberal 10-year written warranty.
- Every unit priced for profits.



Also a complete line of automatic electric water heaters

MODERN WATER EQUIPMENT CO.
Dept. EM, West Chicago, Illinois
WATER SOFTENERS • FILTERS • WATER HEATERS

WRITE FOR
DETAILS
AND PRICES

DISTRIBUTORS APPOINTED

Admiral Corporation

Charles S. Martin Distributing Co., Inc., has been appointed the distributor for Admiral in the Atlanta, Ga., territory.

Amana Refrigeration, Inc.

Holliday Distributing Co., El. Paso, Tex. will distribute for Amana in western Texas.

Bendix Television

Al Zickgraf Distributing Co., Inc., Fort Wayne, Indiana has been appointed a distributor.

Capehart-Farnsworth Co.

Nine new distributors have been franchised by the company.

Baltimore Wholesalers Co., Baltimore, Md.

Allied Distributing Co., Omaha, Nebr.

Greber Distributing Co., Washington, D. C.

Appliance Wholesalers, Inc., San Antonio, Tex.

Gordon-Sewall & Co., Houston, Tex.

Dahl-Conger, Inc., Denver, Colo.

Callander Distributing Corp., Columbus, Ohio

Coby Distributors, Inc., Wilkes-Barre, Pa.

Paul-Jeffrey Co., Inc., Syracuse, N. Y.

Casco Products Corp.

Graybar of Los Angeles, Cal., has been appointed a distributor.

CBS-Columbia, Inc.

Two companies have been named as distributors.

Cannon Distributing Co., Charleston, S. C.

Peninsular Distributing Co., Detroit, Mich.

The Dexter Co.

Two companies have been franchised to distribute for Dexter.

Artercraft Electric Supply Co., Wilmington, Del.

Dauphin Electrical Supplies Co., Harrisburg, Pa.

Whirlpool Corp.

Five distributors have been announced.

Charles D. Martin Distributing Co., Inc., Atlanta, Ga.

Moore-Handley Hardware Co., Inc., Knoxville, Tenn.

Eastern Co., Cambridge, Mass.

Hamburg Brothers, Pittsburgh, Pa.

Hart-Greer, Inc., Birmingham, Ala.

Allen B. DuMont Labs, Inc.

Bigelow and Dowse Co., Boston, Mass., has been named as a distributor.

Emerson Radio and Phonograph Corp.

Three new distributors have been announced by the company.

Public Distributing Co., Denver, Colo.

Carolinas Auto Supply House, Inc., Charlotte, N. C.

Eureka Williams Corp.

Three companies have been appointed by Eureka.

Dixie Appliance Co., Roanoke, Va.

R. F. Trant Distributing Corp., Norfolk, Va.

Twin-State Electric Supply Co., Inc., White River Junction, Vt.

Gibson Refrigerator Co.

Reinhard Brothers, Minneapolis, Minn., have been appointed to distribute Gibson products.

Ironrite, Inc.

Four new distributors have been franchised by Ironrite.

J. A. Williams Co., Pittsburgh, Pa.

Frank Edwards Co., San Francisco, Cal.

Servies, Inc., Indianapolis, Ind.

Gordon-Sewall & Co., Houston, Tex.

Republic Steel Kitchens

Five distributors have been named by the company.

Charles Tisch, Inc., New York, N. Y.

Northern Ohio Appliance Corp., Cleveland, Ohio

Stone Co., Dallas, Texas

Amarillo Hardware Co., Amarillo, Tex.

Electric Appliance Distributors, Inc., Williamsport, Pa.

Servel, Inc.

State Distributing Co., Inc., Milwaukee, Wis., has been named a distributor.

Signal Electric Mfg. Co.

Handel-Davies Co., Cleveland, O., have been named a distributor.

Viking Manufacturing Co., Inc.

Three distributors have been named by the company.

T. Harry Skinner Co., New York, N. Y.

H. R. Robinson, Washington, D. C.

Miles-Nagel & Co., Chicago, Ill.

How To Keep Employees Happy

Keeping them happy is keeping them productive. Here are 15 successful ways to do it

MANY a shortsighted appliance dealer has created unnecessary competition for himself by forcing a good salesman to go into business for himself.

The problem then is: How to keep good employees after you get them?

And the answer is: Treat them right; treat them fair; and make them enjoy working for you and for your firm. Make it their firm.

So how do you go about making employees enjoy working in your establishment?

Here are fifteen ways various other retail firms have solved the problem—and these following plans can easily be adapted to your electrical appliance store:

1. An eastern jeweler invites one employee each week to his home for dinner; the employee, his family, wife and children are invited and the jeweler makes it a practice not to discuss "shop" during the evening. He reports that the practice has firmly cemented employee relations in his store. No worker is excluded. The office boy is invited in his turn along with the sales manager.

2. A western hardware dealer permits his employees to use company delivery trucks over the week end, allowing the workers to take their families on picnics and outings. The truck is rotated in a fair manner and the hardware dealer even pays for the gasoline. He says the practice has boosted morale.

3. A southern grocer regularly each year holds a birthday party for all of the children of his employees. The youngsters' birthday party is held one day each year and all the youngsters are given presents. In addition to boosting the morale of his workers this stunt has resulted in much favorable publicity for the business.

4. Another grocer—owner of a super-market—has a list of the wedding anniversaries of all his employees. Each year he sends flowers to the wife of the worker on her wedding anniversary. He realizes that wives can make or break a good employee.

5. An Illinois shoe dealer conducts a "worker of the month" contest. Each month a worker is selected from the store's staff who has done better than average work. This worker is presented with a free dinner at a downtown restaurant for himself and his wife, and a pair of theatre tickets.

6. The owner of a restaurant realized last year that it's hard to get over the vacation period with workers off during the summer so he closed his place for two weeks, rented two cottages on a nearby lake and took his ten employees on vacation with all ex-

penses paid. Besides the morale value the restaurant owner received local and national publicity.

7. A west coast furniture dealer has established a special library for salesmen and office workers. In the library are special furniture reference books, furniture trade publications, and special bulletins relating to the furniture business. Why wouldn't it be a perfect idea for a dealer of retail electrical appliances to establish a library of publications in the electrical appliance field?

8. One large insurance agency gives all employees a day off on their birthday. It's little things like this that make a happy working crew.

9. A real estate firm sends boxes of candy each Valentine's Day to the wives of all employees.

10. One large furniture store placed a large freezer in the basement for the use of the employees and all workers are invited to keep their bulk-bought meat in the freezer.

11. One variety store chain saw morale declining so they placed a powder room in the basement with lounge chairs and individual lockers for the employees and morale climbed up again practically overnight.

12. One large moving firm also felt that employees weren't as happy as they should be and continual complaining was cutting the working efficiency of the workers. So they told the employees to form a three-man grievance committee to meet with the management. Morale improved immediately.

13. A small appliance retail establishment increased morale and efficiency of their employees by holding an informal get-together and party each month. All expenses were paid by the store's owner and the get-togethers helped to make employees form a team.

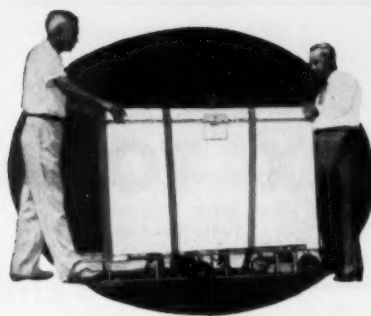
14. One shoe store helped to increase morale by running a series of ads in the local newspaper with the picture of a different employee of the firm each week. The ad served a two-fold purpose: They helped build the local following of each employee and made each worker feel like a vital part of the store.

15. The owner of a fair sized grocery store made his employees more keenly interested in the inner workings of the store by appointing each worker to a special job. One worker was named display manager, another was named publicity head, etc.

So, you see—keep employees happy. Make them part of the shop team.

It will pay off for them.

But more important—it will pay off for you! —by Don Valentine



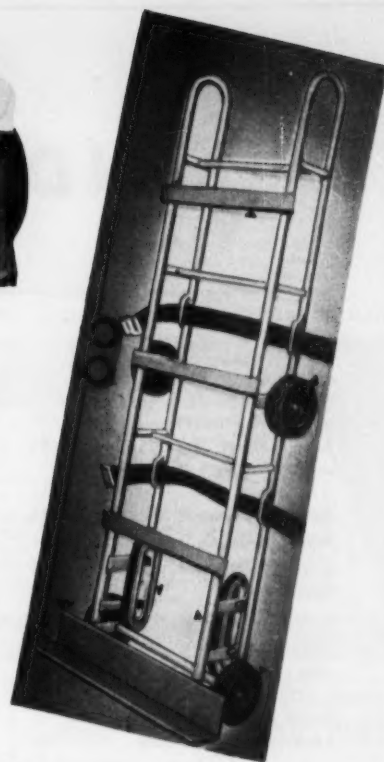
The First Truck Designed to Handle HOME FREEZERS

and All Types of Domestic Appliances

Escort's Model DF-66 Appliance Truck was designed to eliminate all problems of appliance movers who must move everything from oversized home freezer units to pianos.

Five big features including 2 sets of 6" wheels and the famous roller-bearing Crawler Tread.

Write for information and descriptive folder.



Escort

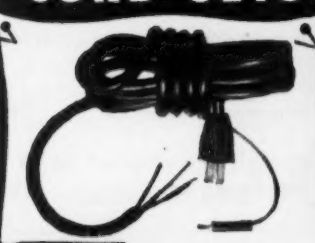
APPLIANCE TRUCKS

Eliminates Lifting
Allows Moving in
Close Quarters
Crawls Up-Down stairs



STEVENS APPLIANCE TRUCK CO.
Norton Road P.O. Box 897 Augusta, Ga.

Columbia CORD SETS



for every purpose
APPROVED CORD SETS

The illustrated three-conductor heavy duty power cord set, with detachable ground jack, is typical of our complete LINE of UL approved cord sets

We specialize in power cables, harnesses and custom assemblies to government specifications. Write for brochure!

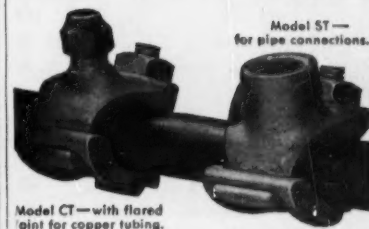
"National distributors and warehouse for ANACONDA denseath television and radio wires and cables"

Columbia
WIRE & SUPPLY CO.
2830 Irving Park Road • Chicago 18, Ill.

Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS,
REFRIGERATORS,
AND OTHERS



Model CT—with flared joint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A.

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(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

RATES:
UNDISPLAYED
\$1.80 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line.
DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.
POSITION WANTED & Individual Selling Opportunity wanted undisplayed advertising rate is one-half of above rate, payable in advance.
BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is \$11.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.
AN ADVERTISING INCH is measured 1/8" vertically on a column—4 columns—48 inches to a page. NEW ADVERTISEMENTS: Address N. Y. Office, 330 W. 42nd St., N. Y. 36, N. Y., for December issue closing November 14th.

PACIFIC NORTHWEST

Appliance Manufacturers Representatives now in position to accept additional lines.
Aggressive coverage of Pacific Northwest States. Lines must have merit.

NOR-PAC SALES CO.

729 S. E. Morrison St., Portland 14, Oregon

Canadian organization is interested in contacting manufacturers of Electrical Appliances (Mostly small appliances) Also manufacturers of Radio and Television sets, and of Room Air Conditioning Units who are interested in selling to the Canadian Market. Our contacts are Electrical Depts. (Major and small appliances) of Dept. Stores, Chain and Wholesalers. If you are in a position to take on new business the volume can be large. Commission only.

RA-9420, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

REPRESENTATIVES WANTED by manufacturer of electric cord sets. To cover electrical jobbers and retailers. Several territories open. RW-9596, Electrical Merchandising.

SELLING OPPORTUNITY WANTED

COMMISSION LINES wanted by firm calling on Appliances Dealers in the Southeastern States. RA-9248, Electrical Merchandising.

LEGAL NOTICE

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 2210, SHOWING OWNERSHIP, MANAGEMENT, AND CIRCULATION)

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McGraw-Hill Publishing Company, Inc.
By J. A. GERARDI, Vice Pres. & Treas.
Sworn to and subscribed before me this 10th day of September, 1953.
ELVA G. MASLIN
(My Commission expires March 30, 1954)

Your inquiry will have Special value . . .

If you mention this magazine, when writing advertisers. Naturally, the publisher will appreciate it . . . but more important, it will identify you as one of the men the advertiser wants to reach with this message . . . and help to make possible enlarged future service to you as a reader.

MERCHANDISING

SUPPLEMENT

Products, Services—For More Sales, For More Profits

UNDISPLAYED RATE:
\$2.25 per line per insertion. Minimum 8 lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:
\$19.80 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/8" on one column. There are 6 columns—48 inches to a page.)



CUT delivery time. SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-tilt features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14" Web strap fastens appliances tight with the patented (30 second action) trap ratchet—a Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances. Patented Step-On Lift—Retractable wheels. Cap. 1,000 lbs. Ship. wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.

Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

the PRIAD plan

Monthly display service for utilities and accredited dealers. Trims sent K. D., attractive and inexpensive. Sent for folder "B" today.

Price Advertising Displays
Canton 1, Ohio

This MERCHANDISING SUPPLEMENT

Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of appliances, Radios, Televisions and in other merchandising opportunities.

ELECTRICAL MERCHANDISING

WANTED DISTRICT SALES MANAGER

Rapid company expansion presents a most unusual opportunity for a district sales manager experienced in kitchen merchandising, sales planning and installation. Must be team worker who is ambitious to go places. Submit complete resume of your experience, education, earnings and future ambitions.

All replies handled in strict confidence

BOX P-9498
ELECTRIC MERCHANDISING
520 N. Michigan Ave., Chicago 11, Ill.

3rd DIMENSION

FACTOR DESIGNED INTO

- COFFEE BREWER
- COFFEE INFUSION DECANTER
- SYNCHRONIZED PRESSURE COOKER

MANUFACTURING RIGHTS AVAILABLE

★ COFFEEBREWER—This is single decauter unit for automatic use (or with cold water extract), offers lower caffeine content, retains greater coffee flavor, eliminates coffee bitterness. Prototype unit has already been tested favorably by representative of large coffee manufacturer.

★ COFFEE INFUSION DECANTER—A 4 to 8 cup INSTANT coffee unit, with several advantages over present methods. One unit has received enthusiastic interest from one instant-coffee mfr.; currently is being examined by another.

★ SYNCHRONIZED PRESSURE COOKER—This is automatically self-sealing unit; includes temperature-cooking gage (up to 250° F), and tone signal for elapsed cooking time. First unit has been highly praised by foods-consulant staff of large midwestern foods packer.

Several patents already granted; others are pending. . . . For demonstration of units, or more detailed information, please write—

BO-9614, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

Attention Meter Plan Organizations:

Disposing of large quantity of "Meter-Matic" (International Register) collection meters. Reconditioned meters, guaranteed to look and operate like new—full one year warranty. Model M-12, \$3.95; DM-6 (2 door) \$6.95. Also brand new M-12 meters, \$4.95; and DM-6 Meter mechanisms less cases, \$3.95. Replacement meters for any model \$1.50.

REMIND-A-METER CORP.
542 W. 27 St. New York, N. Y.

MOTOR EXCHANGE SERVICE

Your burnt out tank vacuum cleaner motors completely rebuilt guaranteed one year.
Your cost \$2.50 G. E. tank motor \$9.50
1000 Rebuilt vacuum cleaners \$9.50 up.
Rebuilt Tank Vacuums \$19.50 up
DEALERS' VACUUM CLEANER CO.
140 Nostrand Ave. Brooklyn 5, N. Y.
Parts For All Makes

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!



THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



KASSON DIE & MOTOR CORP.
Formerly General Die & Stamping Co.
Dept. 65, 267 Melt St.,
New York 12, N. Y.

Carries up to 200 lbs. Lights turn with table. We also produce midsize fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.

Integrity Since 1919



MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Repairs appliance cord, auto and truck ignition wire and all similar lines. Made in 6 sizes. Time-Tested-Successful-Economical. Write for Catalog. MEND-IT SLEEVE MFG. CO.
136 Bonita Av., Piedmont 11, Calif.

HAND TRUCKS



For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio

THERMOSTATS • COOK WELLS
CUT-OUT SWITCHES • CORD SETS

NESCO ROASTERS

★ Nation Wide Service
★ Give Model and Description
We also offer complete repair service.
POWER EQUIPMENT CO.
2373 S. Kinnick Ave. • Sheridan 4-3218
MILWAUKEE 7, WISCONSIN

The Price Revolution

A RECENT issue of the Kiplinger Magazine "Changing Times," carried an article entitled, "Should You Buy From a Discount House?" and answered its own question: "Why not? You can save money if you know the ropes." The article went on to say that discount houses can sell you a refrigerator 40 percent cheaper than ordinary stores can; they offer TV sets at prices only a few dollars over the wholesale price; they undercut standard retail prices by 20 percent to 40 percent "because they eliminate most of the usual store trimmings and concentrate on fast buy and quick turnover." Discount buying, the article says, is "well worth the effort."

Well, this will come as no news to harried dealers in the appliance-radio-television industries; they've been struggling with this kind of rugged competition for some time—and it's getting worse rather than better. But the problem the discount houses pose is not one to be dismissed lightly as a temporary phenomenon. The semi-clandestine nature of their operations in the past has been largely abandoned. Today they operate openly, expand and multiply and blandly call themselves a new type of supermarket retailer in the appliance-radio-TV business. Maybe they are. A survey made by the University of Southern California found that at least 25 percent of all appliances purchased in Los Angeles were bought at discount houses. And over 40 percent of the people interviewed said they had purchased automatic washers at a discount. Stripped of all the cant and hypocrisy that has surrounded the problem of discount selling, there emerges the hard fact that *outlets capable of moving goods in volume, regardless of their methods, are continuing to receive preferential treatment from suppliers.*

IT'S not a pretty picture. Realistically viewed, it may be said to be part and parcel of the revolution taking place in the distribution of consumer durable goods. Briefly, an industry that was built on a "one-price policy" is fast abandoning that policy in favor of an opportunist philosophy. As a writer in *Fortune* put it, "our list price structure is a pious fiction rather than an economic fact."

One question constantly asserts itself: "Is it too

late to restore our traditional one-price policy?" The suspicion arises that maybe things have gone too far. We have done such a thorough job of educating our customers to look upon our list price structure as merely a starting point in the bargaining process, it is entirely conceivable that they have taken the matter out of our hands and will dictate to us on their own terms. In light of our proud reputation for having sold the American public on a new way of life and a new standard of living, it is saddening to note that our specialty selling skills are being superceded by abject haggling.

Meanwhile, the revolution goes on. Manufacturers are engaged in their own internecine war for dominance and survival. Historic associations and loyalties at the distributor level are being torn asunder daily. To protect their own franchises, they have been under pressure to meet arbitrary quotas and move goods in volume. As a result, they have appointed so many competing dealers that retail franchises have become meaningless; they have indulged in "backdoor selling"; shipped goods to any type of outlet guaranteeing turnover and availed themselves of the beneficent services of transshippers if the going got really rough.

LEGITIMATE dealers, faced with high operating costs and diminished margins have been faced with two alternatives—to join the price-cutters parade, or maintain their business integrity and service to their community. The fact that their margins were high enough for the late lamented seller's market, but are insufficient to support a creative specialty selling operation, has resulted in many of them succumbing to the mania for meeting prices. But their cost of doing business has made them competitive duck soup to the discount houses—as a rising tide of dealer failures testify.

We don't pretend to know all the answers to these ominous trends. The inexorable pressures of economic events have an arbitrary way of carving out their own quiet revolutions. But we feel that the time has come when responsible elements in this business must take a hard look at the future of this important industry and decide whether the present "laissez-faire" policy is in the interests of everybody concerned.

Laurence Gray

EDITOR

Bread and butter...the way you like it!

WRINGER-WASHERS are your bread and butter—and the bread and butter is just the way you like it. Plenty now and more to come.

Last year 1,500,000 housewives had that many new wringer-washers delivered to their homes. That's about *half* of all the washers sold in 1952! To get your big share of the bread and butter, display and demonstrate wringer-washers with Lovell wringers. Women know the name Lovell, so point it out to them. Then send them home smiling and sold with Lovell's convincing sales points. Lovell Mfg. Company, Erie, Pa. Also makers of the Lovell gas and electric Drying Systems.

Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!



1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

3. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about wash-day backaches.

4. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

5. SAFE!

Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops roll instantly on Lovell's famous "77".

6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection. POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure. HARDWOOD BEARINGS never need oiling, won't stain wash. SINGLE LEAF SPRING gives balanced pressure. ALL-STEEL H-TYPE FRAME prevents twisting or breaking.



Is This Your Question?

THIS is the time of the big question mark, when appliance retailers do their annual speculating on what the industry leaders are going to present for the coming year.

Here is Kelvinator's advance commitment: Kelvinator's product strategy for 1954 will be of major consequence for any retailer who seeks a more *secure* position in the sale of appliances in his community.

1954 is Kelvinator's fortieth anniversary. And to mark these long years of service to America's homemakers, you can anticipate design advancements—new product appeal—new standards of value—that will command consumer interest in any competition.

But more than that, you will see a vital marketing concept that gives timely answers to the highly competitive problems facing the aggressive . . . yet stable retailer in the sale of appliances today.

You will see welcome new ways to increase product turnover and reduce inventory investment—to sharply cut down handling costs—to conserve floor space and at the same time make more productive product display, advertising and promotion. You will see an impressive new approach in dealer cooperation, with franchise provisions that assure more selling “room” in which to operate.

Let's put it this way: *the Kelvinator story for 1954 is different*. It, therefore, is of immediate interest to the appliance retailer who is concerned about his business earnings, progress, and permanency—who wants to build strongly for today, tomorrow and the years ahead.

If that much of the Kelvinator 1954 picture appeals to you, you are invited to request the advance story from your Kelvinator Distributor Principal or Zone Manager.

Join the **Kelvinator** *Parade to Better Business!*

DIVISION OF NASH-KELVINATOR CORPORATION—DETROIT 32, MICH: